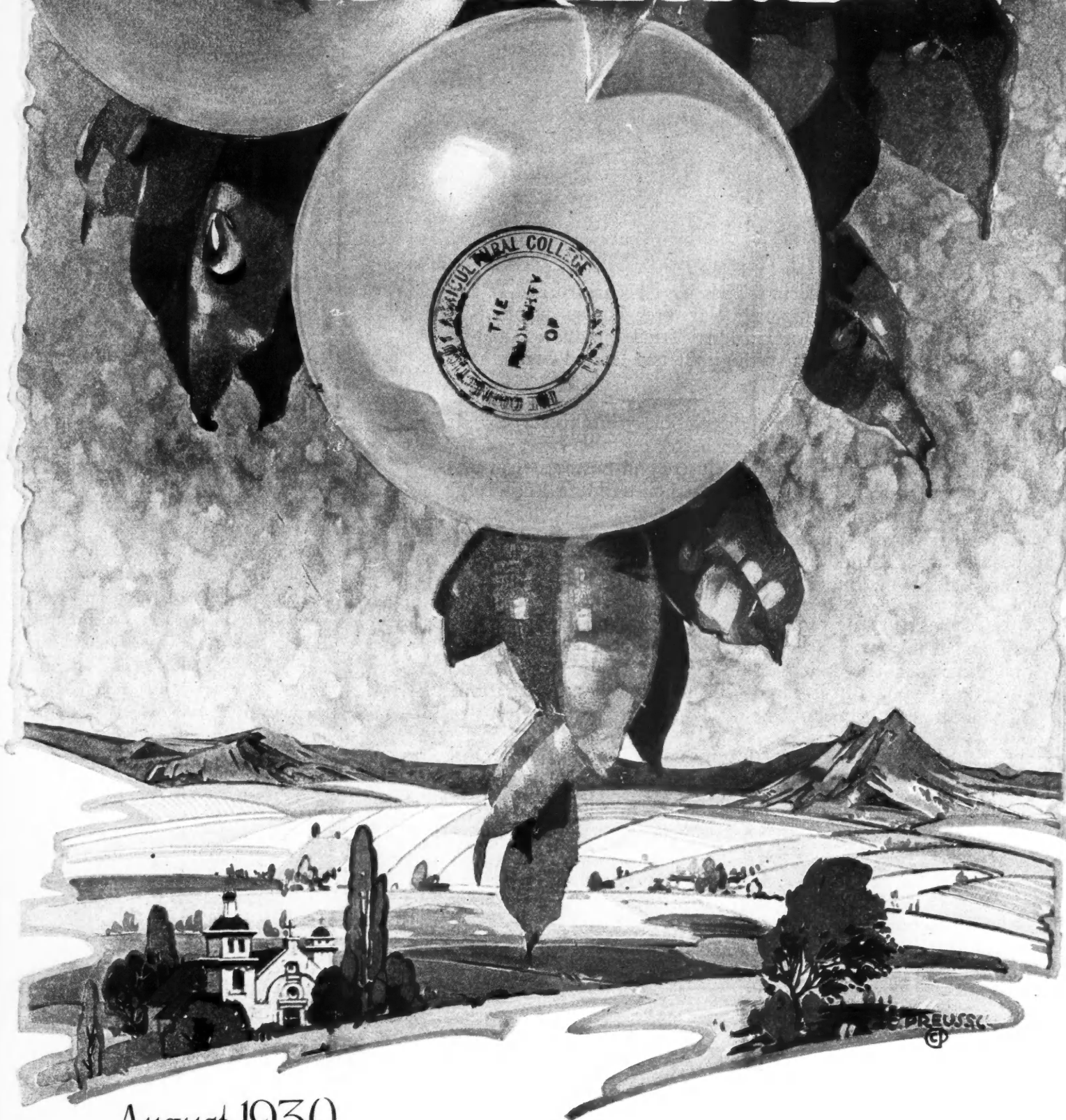
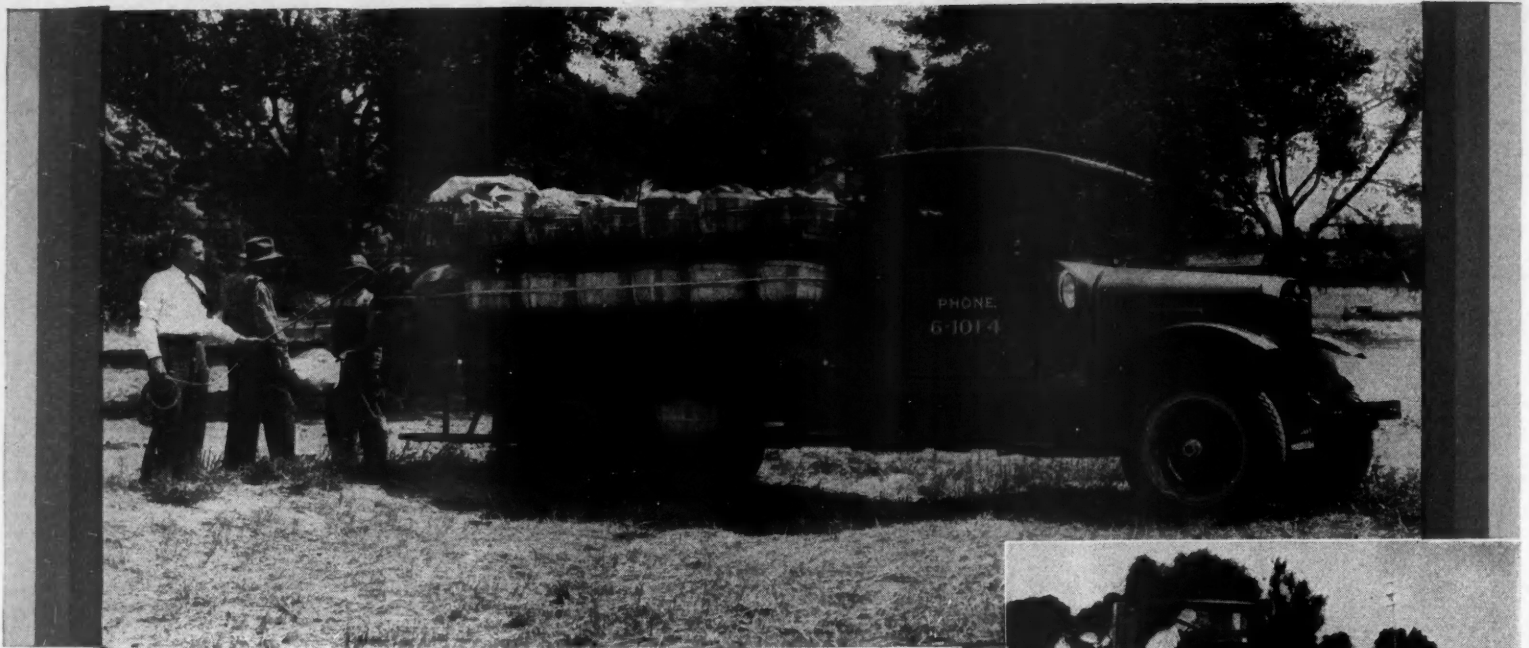


# AMERICAN FRUIT GROWER MAGAZINE



August, 1930  
*Ten Cents a Copy*

# Sound, Steady Development



Here is a two-ton International Speed Truck in the orchard country of New York

**E**VEN its best and oldest friends have been surprised at the rapid rise of International Harvester in the automotive world. The gains in International Truck production and in International registration throughout the United States have been almost sensational.

There is nothing artificial or temporary in this success. It would, in fact, be hard to cite a better example of *sound and steady development* in American industry and business than this rise of International Trucks. The truck-building knowledge accumulated since 1904 (twenty-six years ago) has been apparent in each new year's output of Internationals. Constantly improving design, rigid quality standards, and a forward-looking service policy—all have contributed to the growing reputation

Today the rising preference for Internationals forms as reliable a gauge as you can get of truck values. The proof of the pudding is in the eating, and the proof of the truck comes out on the job. It is impossible to do what International Trucks are doing without being *good*.

See this year's line-up of International Trucks at the nearest International dealer or at one of the 180 Company-owned branches in the United States and Canada. They will be glad to demonstrate any of them for you

*International Trucks include the ¾-ton Special Delivery; the 1-ton Six-Speed Special; Speed Trucks, 1½, 2, and 3-ton; and Heavy-Duty Trucks to 5-ton.*

**INTERNATIONAL HARVESTER COMPANY**  
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## The Six-Speed Special

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# INTERNATIONAL TRUCKS

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# American Fruit Grower

## MAGAZINE

with which is consolidated  
AMERICAN PRODUCE GROWER

VOLUME 50

NUMBER 8

### Retaliatory Embargoes, the Fruits of Excessive Import Duties

WHEN the Hawley-Smoot-Grundy Tariff Act was nearing its final stages, it was apparent to all independent observers that not the least of the fruits of this iniquitous legislation would be the crop of retaliatory measures certain to follow.

Among several agricultural groups recognizing the utter worthlessness of the Tariff Act as framed, the fruit growers of the Shenandoah-Cumberland region were most outspoken. Their sentiment is reflected in a telegram to President Hoover from W. R. Campfield, the able secretary of the Virginia State Horticultural Society:

"As secretary of the Virginia State Horticultural Society representing one thousand Virginia apple growers strongly urge you veto pending tariff bill if passed because of imminent danger foreign countries retaliating with greater restrictions on imports American apples stop Our English apple market arrangements very delicate due to constantly increasing restrictions last four years stop Slight further disturbance would greatly upset this very important market stop Think direct agricultural benefits in tariff bill more than offset by increased schedule to industry."

That this foreboding of hostile foreign markets was well justified has been proved by the speed, after the passage of our Tariff Act, with which Great Britain legally closed her markets to all but the two highest grades of American apples, and by the equal promptitude displayed by Argentine Republic in closing its ports to American apples of all grades.

Something of the kind and more of it not being unexpected, any resentment that may be aroused among fruit growers, especially by the British action, is apt to be over the crude and inartistic methods displayed by the British officials: American Fruit Fly! And, hear ye heavens, "Railway Borer."

According to *The Fruit-Grower*, London, July 10: "Throwing a boomerang involves the risk of a nasty knock. The United States is experiencing the inconvenience of the recoiling effects of plant quarantine policies. It has been officially made known that during the Autumn of 1929, Inspectors of our Ministry of Agriculture carried out examinations of apples taken from consignments imported from the United States. Some of the samples proved to be severely infested with the larvae of the Apple Fruit Fly (or 'Railway Borer,' as it is called over there), which is a well-known pest of the orchards of North America."

If by this quaint designation the apple maggot is intended, as seems likely, the controversy is about an insect of neglected orchards and practically unknown in important commercial apple producing areas. The apple maggot is to be found in run-down orchards in Canada and in our northern fruit sections adjacent to Canada. It is not found in cultivated and sprayed orchards anywhere. Hence the evidences of irritation among Virginia growers, whose exportations are cut off but among whom the apple maggot is unknown. The British order does not apply to Canadian apples.

Senators and representatives from fruit sections, notably Senators Swanson of Virginia and McNary of Oregon, are insistent that the State department shall assemble the evidence in the case and make proper presentations to the British government. But the State department is handicapped by the resentment aroused among British apple growers over a remark attributed to Secretary of State Stimson, who is credited with the statement:

"After spending four months in Britain, I can only say that the only good apples I found were imported from America, so that the penalty seems likely to fall on the British themselves."

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In the case of the Argentine embargo, the exact wording of the embargo has not been received at this writing. But if the regulations as reported are to be interpreted literally, it is quite apparent that both boxed and barreled apples will be excluded from Argentina during the present season at least. The type of box admitted under the Argentine regulations is not one which could be made available for export during the present season.

The increasing evidences of irritation and anger among nations over trade restrictions is not a cause for complacency. Whether these restrictions take the form of excessively high import levies or quarantines or embargoes, they are usually designed either to secure an economic advantage at the expense of another nation or in retaliation therefor. Thus far in the history of the world such actions have not tended to foster friendship among nations.

That the Tariff Act recently enacted is responsible for present conditions cannot be denied. When the Act was under consideration by Congress other nations protested and frankly promised retaliation. Over the protests of responsible leaders in agriculture the Act was passed and approved. Retaliatory measures are already in evidence. The full irony of the situation is apparent when it is observed that the fruit interests who very generally fought the

tariff are the first to be injured by retaliatory measures.

Every effort should be put forth to secure the modification of the two apple embargoes. At the same time it is incumbent upon our apple growers to produce an export pack that is above suspicion as to freedom from insect infestation.

But it must be evident that the present state of suspicion and ill-will on the part of other nations toward America is not to be overcome by fair words alone. Things that have been done to make enemies of friends must in all likelihood be undone if we are to display that "decent respect for the opinions of mankind" so necessary to the maintenance of foreign markets.

### No Worthy Proposal Was Ever Injured by Frank Discussion

IN THE discussions of problems affecting the fruit industry, it is desirable that those who propose to lead in economic movements should carefully preserve that high degree of open-mindedness that distinguishes the rank and file of fruit growers generally. This should be especially true for those seeking leadership in programs of debatable value. Such, for instance, as the proposal to inaugurate a national advertising campaign on behalf of increased apple consumption.

A general discussion bringing out the facts, beliefs and opinions of all sides could not fail to be beneficial in this case.

On behalf of this proposal many claims have been made: That apple consumption is decreasing, that the apple is being crowded out of the American dietary by heavily advertised citrus fruits, and that the per capita consumption of this supposedly neglected fruit may be best increased by a national advertising campaign.

With the intention of turning as much light as possible on the entire proposal, AMERICAN FRUIT GROWER MAGAZINE editorially quoted from an outstanding authority on fruit marketing in the Bureau of Agricultural Economics some excerpts which appeared to criticize the proposed advertising plan. In the May issue John Napier Dyer took issue with the quoted statements and in June Wells A. Sherman, the authority quoted, replied at length in an article entitled, "Advertise the Apple? How? and Why?" (The sub-title, "A Discussion of Some of the Fallacies and Misunderstandings Upon Which the 'Apples for Health' Movement Has Attempted to Build an Advertising Campaign to Stimulate Increased Apple Consumption," not a part of Mr. Sherman's article, was supplied, as customary, by the editor.)

All this was quite proper. Questions affecting the fruit industry should receive exhaustive discussion, and such subjects can be discussed in greater detail in AMERICAN FRUIT GROWER MAGAZINE, circulating as it does exclusively to fruit growers, than would be possible or practical in a publication of general circulation.

The sequel to the above-mentioned interesting articles was rather disappointing. At an "annual meeting" of Apples for Health, Inc., attended by the president of the organization and Mr. Dyer, a resolution was introduced by Mr. Dyer, "unanimously" adopted by both, and given to the Associated Press, in which Mr. Sherman's statements were misquoted and condemned and fruit growers everywhere were asked in effect to write their congressmen demanding Mr. Sherman's removal from office.

Ill-advised tactics such as this are not likely to accomplish any good purpose. If the apple advertising program is a sound proposal, full discussion will be of benefit. If, on the contrary, the proposal is of doubtful value, the suppression of discussion cannot aid the program.

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# SHIPPING APPLES and PEACHES by MOTOR TRUCK

By BRYCE EDWARDS

BUREAU OF AGRICULTURAL ECONOMICS

WITHIN a comparatively few years the motor truck has risen to a position of great importance in the shipping of fruit. For many years the truck was merely a means of carting to the station or nearby city in place of the horse and wagon, but now, used as a carrier, the motor truck has become the predominant agency for distribution up to 75 miles, and is used on hauls as far as 700 miles.

In considering cost of transportation, water rates are much the cheapest, rail next, and motor truck the highest, on the average. Yet, if other factors are considered, the relative positions are reversed under certain conditions.

The great advantage in the use of the truck is the direct delivery from orchard to dealer with but two handlings, whereas by other means of distribution there is a cartage charge on both ends and at least four handlings. Cartage from the farm to the station usually runs from three to seven cents per bushel, and at New York City from 12 to 15 cents from the docks or railroad yards to the wholesaler's or jobber's store. The savings on cartage alone are equal to the total truck charges for hauling apples from 50 miles up the Hudson to New York City, in some cases.

Time is a major element in shipping in which the motor truck normally has the advantage, even to as far as 500 miles in special cases. While the through-train may travel faster than the truck, the time gained on the local freight and switching trains often gives the truck from one day to two days' advantage on hauls of a few hundred miles. Trucks can often place fruit on the early market where express shipments would be delivered too late in the morning for the day's trade.

All products take practically the same rate by motor truck, whereas by rail there is a wide range in rates, to the disadvantage of perishables. Refrigeration is dispensed with in the case of truck shipments due to quick deliveries in the cool of the night, hence the rate on berries or peaches is about the same as on apples or coal. Long experience has shown that losses due to spoilage or breakage in truck transportation are negligible. Likewise, light products can be hauled about as cheaply as heavy products by truck, since truck capacity is limited more by weight than by space.

## Shipping Apples by Motor Truck

FROM southern Indiana 45 per cent of the apple shipments were estimated to have been distributed by truck during the shipping season from July 1, 1928, to July 1, 1929, according to studies made by the Bureau of Agricultural Economics. The corresponding figures in other regions were: southern Illinois, 18 per cent; western New York, 11 per cent; the Cumberland-Shenandoah Valley of Pennsylvania, Maryland, and West Virginia, 8 per cent; the Hudson Valley, New Jersey, and Connecticut, 75 per cent; and the Eastern Shore of Maryland and Virginia and Delaware, 10 per cent. The total shipments by motor truck in these areas, not including local hauls of less than 20 miles, were estimated at 6807 equivalent carloads.

In southern Illinois about half of the motor truck movement of apples was of low grades, while in western New York the bulk of the movement was Number Two's and orchard run apples. Generally, truckers supplying rural trade and minor city markets dealt largely in low grades and odd varieties.

## Shipping Peaches by Motor Truck

PEACHES travel much farther by truck than apples because by rail peaches carry a much higher freight rate and must be refrigerated. Rapidity in delivery is more essential with peaches due to their greater perishability.

It is not surprising, then, to find that of the 1928 crop shipments, in southern Indiana 40 per cent was estimated to have been transported to market by truck, and the corresponding figure for southern Illinois was 29 per cent, for western New York, 32 per cent; for the Cumberland-Shenandoah Valley of Pennsylvania, Maryland, and West Virginia, 29 per cent; for Delaware and the Eastern Shore of Maryland and Virginia, 24 per cent; and for New Jersey, the Hudson Valley, and Connecticut, 90 per cent. In the areas enumerated, the total volume of peaches moving by truck to market was estimated by the Bureau of Agricultural Economics as 2482 car equivalents.

Shipments of peaches by truck from southern Illinois

## The Motor Truck Presents Some Important Advantages, as a Carrier of Commercial Fruits, Over Other Forms of Transportation. Its Field of Usefulness Steadily Broadening

to rural and small town markets went as far as Milwaukee to the north, or over 400 miles. The eastern two-thirds of Illinois, about all of Indiana and parts of Ohio, Kentucky, Missouri, Arkansas, and Wisconsin were supplied in season in this way from the peach orchards of southern Indiana and southern Illinois. In addition, a

except under unusual conditions. This explains why in sections of West Virginia, Virginia, and western Massachusetts which are remote from city markets and have no important rural consuming outlet, the motor truck movement of apples is negligible.

The second general method of truck distribution of fruit is by merchant-truckmen. These haulers buy their loads from the grower and hunt out a more or less distant market, where they sell to the trade, usually to retailers. This new method of distribution was begun when growers sent men out with truck loads of fruit to peddle in nearby towns. These peddlers usually worked for a percentage. This practice is still followed in a few isolated places in southern Illinois and southern Indiana. In time many of these peddlers branched out, bought their own trucks, bought their fruit, and sought new markets farther and farther away.

When the fruit season opens, a great many farmers within orchard regions in the Middle West become merchant-truckmen. Their ranks are augmented by general truckmen, townsmen who own trucks, itinerant dealers from cities, and individuals from the corn and coal belts who supply their local communities in season.

## Advantage to Growers of Motor-Truck Shipping

THESE merchant-truckmen usually distribute their loads to market much farther from the orchards than do the commercial truckmen. Many of them plan to make as much on the merchandising profit as they do for hauling, sometimes even more. It is, therefore, not surprising to find motor trucks supplying a rural area with apples in a radius of a hundred miles and more in southern Indiana, southern Illinois and western New York where this system is in vogue. In fact, some apples are hauled in this way up to 250 miles from central Illinois into the Chicago metropolitan area and from southern Indiana to Columbus, Ohio. It appears that distribution by merchant-truckmen reaches about twice as far as commercial trucking.

Growers in these several sections have been asked what advantages they secure from motor-truck transportation.

Their answers indicate that the motor truck is the best means of distributing orchard run and Number Two apples and of finding new markets for them in small cities and rural consuming areas. Higher net returns are received when such fruit is sold to merchant-truckmen than when shipped to city markets by rail. More thorough distribution is obtained to markets formerly poorly supplied. Ripe peaches which could not be shipped by rail are often bought by truckers at first grade prices and placed in the hands of retailers in nearby cities in prime condition.

Apples and peaches are delivered to market quicker, in better condition, with less handling and bruising, and on short hauls the cost of shipping by motor truck is less than by rail. Especially by express or l.e.l. lots the trucks furnish cheaper and more satisfactory service. In direct dealing with receivers there is no loss, sale may be made to the dealer who bids the most, and the money usually is obtained immediately. Sometimes there are savings on packages.

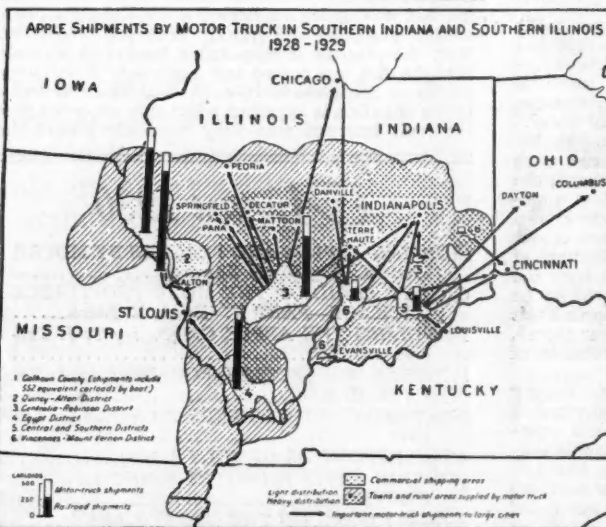
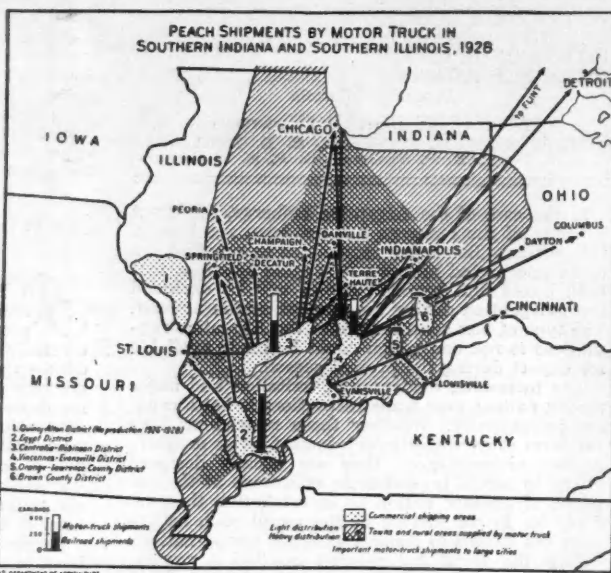
When motor-truck service is available, growers frequently do not have to wait for a full car before shipping. This is especially important at the beginning and ending of picking seasons for a given variety. Even some large growers in the height of the season prefer to clean up peaches at night, by selling the remnants or parts of cars to truckers. Otherwise they would have to wait until the next day to ship, with resultant softening of peaches.

## Disadvantages of the Motor Truck

TRUCK transportation is more expensive for long hauls. Best markets for high grade packs often lie at too great a distance for motor truck haul. For peaches and summer apples it is often desirable to ship under refrigeration, especially to a dull market, so that the products can be held for a few days without much deterioration.

Other objections common in some sections are that many merchant-truckmen are sharpers whose practices often leave the grower with a "rubber check," a broken contract, or even a pilfered packing shed. Trade with them is sometimes irregular and fruit must be held too long a time. In some sections they buy low grade fruit, and may encourage the farmer to make false packs, pick fruit too green, or otherwise follow practices which injure the fruit business generally.

(To Page 12)



considerable quantity was transported to dealers in St. Louis, Chicago, Flint, Detroit, Columbus, Cincinnati, Dayton, and other cities nearer the orchards. Trucked peaches from the orchards along Lake Ontario largely supply western New York and the northern quarter of Pennsylvania, and parts of Ohio and Canada.

Commercial truckmen seem to have been able to compete with other carriers in hauling peaches up to 200 miles, and merchant-truckmen much farther, in exceptional cases 400 miles or more.

## Commercial Truckmen and Merchant-Truckmen

THERE are two general systems of distributing by truck. First is the commercial truckman who hauls for cartage as a common carrier. This system predominates in the Hudson Valley, Connecticut, New Jersey, and the Eastern Shore region. In Illinois the only place it is of importance is in trucking apples from Calhoun county to St. Louis. Commercial truckmen are hauling about all of the apples up to 50 miles in the area adjacent to New York City. Between 50 and 75 miles, the boat and rail freight costs, plus cartage at both ends of the line, are about the same as the motor truck rate, and the patronage of the three forms of transportation is divided. Above a hundred miles the commercial truckman cannot compete with these other agencies in hauling apples,



# On the TRAIL of the MORE PROFITABLE PACKAGE

By A. R. BLACK

## PART II

WHEN ORCHARDISTS in the eastern apple growing States proposed shipping direct to consumers they were confronted with the problem of finding the most suitable container for parcel post and express shipments. To save postage or express charges it was necessary to find a container of light weight and still possessing strength and rigidity to withstand rough handling. A container that could be easily made up, readily packed and easily closed was most desirable. It was also very desirable to use a package that would eliminate pilferage. This last requirement eliminated containers which are closed with nails or wire fasteners, which can be removed and replaced without disturbing the outward appearance of the package. And the main requirement was to get the fruit to destination in the best possible condition. After experimenting with many types of containers, during which time much fruit was damaged or lost, it was ascertained that apples packed in corrugated boxes, with partitions made of corrugated board, would carry without bruising, and that such boxes could be securely closed against pilferage. At the present time orchardists shipping direct to consumers are very generally using corrugated boxes.

### Commercial Shipments in Paperboard Boxes

THE success of the corrugated box for mail and express shipments attracted the attention of some of those orchardists who were desirous of getting their apples to market in as nearly perfect condition as possible. Most of those now using corrugated boxes for commercial shipments began by experimenting with them in a small way; by packing one or two hundred boxes of two or three sizes with nicely graded Fancy or Extra Fancy apples. As inspection at destination proved them desirable the trade showed a preference for them. Some of those growers have continued the practice of packing only certain varieties of apples in corrugated boxes. Others have made it a practice to pack only the fancy grades in those containers. Some growers are now using corrugated boxes for all the varieties they grow and for all the grades they ship commercially. Those who properly grade their apples and properly mark them as to grade are favored with a more ready sale at preferred prices. Not all growers using paperboard boxes are as particular as to grading as they should be and they suffer accordingly. It must be remembered that a corrugated box of apples from a new shipper of that type of container will be even more rigidly inspected at the market than any other package. The shipper who uses an improved container to dispose of inferior fruit merely invites attention to the poorer quality. Shippers using corrugated boxes, who maintain a quality grade, are rewarded by quicker sales and higher prices than the regular activity of the market and regular market prices would otherwise warrant.

### Careful Grading Pays Extra Profit

SOME growers claim they do not grow sufficient of the better grades to justify their separation from the poorer grades. They argue that if the better grades were to be sorted out, the remaining apples would show a loss. They, therefore, mark them the lower grade, descriptive of the mixture, hoping the better apples will sell the pack.



In answer to that argument we quote from "Daily Market Reports," issued by the New York City office of the State Department of Agriculture: "Offgrade fruit sold slowly, even at slight concessions." And again: "The tone of the market was generally sluggish and irregular, especially on unattractive quality." These quotations represented the condition of the market on different days. On the other hand note the following: "Well packed and graded apples found a ready sale at about unchanged values." So many of those reports mention the fact that well graded and well packed apples find a ready sale, at steady or preferred prices, while poorer grading and packing so often insure poor sales and low prices. Certainly this is the answer to the argument for a mixture of grades.

removed, the next layer presents the same attractive appearance. That arrangement prevents handling and "picking over" by the purchaser. It also eliminates the necessity of removing the apples from the package to place them on display to attract the buyers' attention.

### Discriminating Buyers Favor Paperboard Packages

BY KEEPING apples in the container they are less apt to get bruised, dirty, and to suffer depreciation from coming into contact with the warm atmosphere of the store. The sanitary value of the paperboard box makes an appeal to the discriminating buyer, and it is interesting to note that better class fruit and grocery stores in New York City, where corrugated boxes are accepted as standard apple containers, favor them to the extent of paying more for apples packed in them. Some of those stores will not handle the softer varieties of apples in any container except paperboard boxes. Decay resulting from bruising in containers which require pressure to insure a tight pack has proved a powerful sales argument for the paperboard box.

### Price Comparisons

ONE of the reasons why apples packed in corrugated boxes show an additional net profit to the packer, who has been using bushel baskets or hampers, is found in



Typical scene on floor of a New York apple jobbing house handling cartoned apples

The display value of the corrugated box is of prime importance to the retailer and helps him to sell apples. It is a well known fact that we are very largely affected by the appearance of the article we expect to purchase. There is no container for apples which maintains its display value after the top layer has been disturbed, except the corrugated box. The arrangement of each layer is identically the same. When one layer of apples is sold, and the partitions and the layer pad

the relative difference in the quantity each contains. It takes four corrugated boxes of apples to equal the measure of three bushel baskets or hampers. The corrugated box of apples is not sold as a bushel and has no relation to measure in its sale. It is similar to a wooden box as a package so far as its contents are concerned. It is sold as containing apples of a given size and "count" (number of apples in the box), and the net weight of its contents. These items, together with the variety and grade, must be stamped on the box. Now, if you will follow the few figures we will present you will understand why the same apples packed (To Page 11)





## QUESTIONS and COMMENT

Conducted by T. J. TALBERT

Questions on fruit growing problems and on general horticulture will be answered through this department if of general interest. For reply by mail enclose 2c stamped envelope (air mail 5c). Address AMERICAN FRUIT GROWER MAGAZINE, 53 West Jackson Blvd., Chicago.

### Handling the Apple Crop

WHEN EVERY APPLE in the barrel, box, or basket is the same as to color, size, shape, and soundness, showing careful grading and packing; and when buyers are thoroughly satisfied that such apples are as represented, then profitable marketing will make real progress, but not until that time.

#### Value of Grades and Standards

THE improvements made in grades and standards have been the results of educational work rather than legislation. Nearly all will agree that there is a need for an improvement in our grading. As our methods of production have improved, so there is a tendency toward more careful grading. The chief reason for better grades is that it pays, not merely in the satisfaction derived from a good job well done, but in the actual net cash returns.

In the handling of fruit for the market, the commercial growers have a choice of several types of packages, to each of which may be adapted a number of styles of packing. These may call for a different degree of mechanical skill and practice, but from them one may select a combination that will give satisfaction. After a grower has decided upon the manner in which he is best suited to handle his crop, he should decide upon a definite plan of action to which he intends to adhere.

**Importance of Uniformity.**—There is no one factor, over which the grower has positive control, that can so directly influence his results as uniformity. He should reduce his practices to a definite basis and follow them. If he decides on a quality basis, he should endeavor to have all packages uniformly good. If, on the other hand, he decides on a lower standard, let him be consistent in this, too.

**Standardized Packing.**—The quality of fruit may vary from year to year as regards size, finish, and freedom from defects, but the standard for packing should be maintained on a uniform basis regardless of the condition of the fruit. Each package should be as nearly uniform in all respects as possible. Such a standard of packing carried on over a period of years will go far towards establishing a grower in a place of independence as far as marketing his product is concerned.

**Growers Accept Uniform Pack.**—There are many successful growers who have as a result of years of experience been thoroughly convinced that a uniform pack pays big dividends. One of our foremost growers states that the uniform quality of his pack has been forced upon him. At first he was somewhat unwilling to accept it. The practice has been, however, the turning point in the successful management of his orchard. With him it is not a problem of marketing now, but of distribution, for the reputation of his pack is well known in the leading markets and fruit buyers compete for his crops. There are many theories advocated in connection with packing and marketing fruit, but the factor of uniformity has passed beyond a theory and is now an accepted fact among apple growers who have been consistent in its use.

**Ultimate Returns Important.**—The rewards for putting up a uniform pack are not generally manifested until the practice has become well known. To farseeing producers, it is the ultimate returns that are most important. As the fruit industry is a long-time investment, a policy or program will be of value only insofar as its benefits are enduring. To put the seen before the unseen is business shortsightedness and the grower whose standard deviates with the seasons is not building a permanent foundation. Uniform grading and packing require good judgment and training. An inexperienced or disinterested crew cannot be expected to do good work, and the use of this type of help is often the most expensive as well as very unsatisfactory.

**Appeal of Attractive Packages.**—A uniform standard for the different operations should be practiced. In selecting facers, the value of uniformity is shown not only in the added attractiveness of the package, but in the ease with which the work may be done. The quality of the fruit goes a long way in establishing values, but the attractiveness of the package and packing may increase the appeal of even high qual-

ity fruit. Uniform sizes and uniform color combine two important factors. In tanning, as in facing, the fruit should be selected for uniformity of size and color. A good packer can blend the extremes of sizes and colors so that each package will approach a set standard of uniformity.

If each barrel, basket, or box is nailed or secured in a uniform manner and then stenciled, using a similar type of stencil and ink for each variety, the grower can complete a satisfactory package. The value of uniformity can be summarized briefly by quoting this statement, "If you can assure the buyer that there are 159 barrels in the car similar to the one inspected, you will have no trouble making a sale, and at a top price." To carry this statement a little farther, if you can guarantee every car to be of a set standard, year in and year out, you can disregard any legislative regulations as to standards, for you will have attained a place of independence.

#### Shippers' Hints

THERE are many details connected with the shipping of fruit in car lots that may not be clearly understood. To beginners, the methods may be entirely new. A few of the more important factors may, therefore, be worth reviewing or explaining.

**Ordering Cars.**—A grower must co-operate with the railway authorities if he expects to secure satisfactory and prompt service. The railroads need the freight for their maintenance, but they cannot furnish cars for loading unless the rolling stock is available for distribution. It is the duty of the shipper to notify the freight agent in advance as to his probable needs. A good plan is to notify in writing a month in advance of the shipping season, giving the following details:

1. Switch where loading is to be done.
2. Probable date of first shipment.
3. Probable number of cars needed each week.
4. Probable total number of cars required.
5. Type of cars needed.
6. If refrigerator cars, whether dry or iced.

With this information at hand, the railroads are able to take care of a shipper's needs. A reserve supply can be maintained and when the shipping season begins a grower's request for cars can be filled without delay.

Cars not set iced are allowed 48 hours for loading. The time is usually figured from the first 7:00 a. m. following the date the car is set. Iced refrigerators are usually allowed only 24 hours for loading. If the shipper does not load within the prescribed time, he is liable to a demurrage charge. The charge for iced cars is quite high, but a grower cannot risk damage to his fruit during hot weather, and the charges are offset by the value of the refrigeration.

**Billing Cars.**—Shipments of two types are in general use: (1) Straight and (2) shipper's orders. The straight bill of lading is a simple authorization to the carrier to deliver the car and contents to the consignee at the stated designation. This type is used between parties where previous experience has developed trust. It is not to be recommended in any cases where uncertainty exists, for the grower has no recourse upon the railroad in the case fruit is not paid for. However, straight bills or "open" shipments are satisfactory when dealing with reputable organizations, and they are generally recommended for all shipments of perishables.

The "shipper's order" bill of lading must carry an order issued by the shipper through a bank in the consignee's city before the shipment can be delivered. It is a negotiable instrument and is in quite general use among growers. The bill must state fully the contents of the shipment, the commodity shipped and the total weight. The shipment may or may not permit inspection at destination. The bill of lading and a draft drawn upon consignee both are mailed to a bank in the consignee's city. He is notified by the bank upon receipt of the bill of lading, and, upon payment of the draft, receives the bill

of lading and effects delivery of the shipment. This is a safer measure in making shipments where any doubt exists.

In billing cars, whether straight or open, there are certain protective features that should be clearly understood. These are effective only when included on the bill of lading, and the shipper must designate the type of service he desires.

(1) "Standard Refrigeration." Under this service the railroad agrees to ice the cars whenever necessary and to deliver the shipment under sufficient ice to maintain refrigeration protection.

(2) "Standard Ventilation." This authorizes the railroads to use their judgment in the ventilation of cars. It is more comprehensive than "Vents open" or "Vents closed." The climatic conditions at destination may be different from those at the point of origin and a car billed "Vents open" might be subjected to extremely low temperatures. Where billed under standard ventilation, the vents will be adjusted to meet prevailing climatic conditions.

(3) "Storage in Transit." Fruit that is being shipped to storage should always be billed under the "storage in transit" privilege. When sold, it can be shipped to final destination under the through rate charge. If this is not noted on the bill of lading, however, the shipper must pay the extra cost of the two hauls.

(4) "Shipping Options." These are designated as Option One and Option Two. The railroads have set October 15 as the date ending safety for shipment originating from areas subject to low temperatures. The shipper of perishable products must state on his bill of lading the service he desires.

Option One is the shipper's protective service. The railroad contracts to protect such shipments from injury and an extra charge is made for the service.

Option Two is the carrier's protective service. The shipper assumes full responsibility under this option and has no recourse in case of damage in transit from low temperatures.

#### Value of Shipping Point Inspection

THE inspection of fruit at shipping point is one of the most valuable services to the fruit grower. Under the supervision of both the federal and State authorities, grades, standards and packs are more rigidly maintained. The certificate of inspection received by the producer enables him to deal in a more business-like way with buyers. The buyers also know that they cannot reject or refuse federal or State-inspected fruit without proper procedure and check-up. The inspection certificate is *prima facie* evidence that fruit of a certain grade left the shipping point in condition suitable for its arrival at destination in marketable condition. It adds force, life and confidence to contracts regarding grade, marketable condition and carrier's responsibility. The certificate is without question invaluable in the proper adjustment of claims and controversies between shipper, buyer, and carrier.

#### Profitable Trees from Vigorous Stock

I note that some of the nurseries are offering peach and apple trees one to two feet long and five to six feet long. Which in your opinion would be best to plant? What would be the difference in the ages of these trees?

I note some claim that their apple trees will bear in from four to seven years and peaches will bear a profitable crop in five years after planting. Is this usually correct? About 25 years ago my mother planted an orchard to apples and it was 15 years before we got any fruit worth while.

I am thinking of buying an orchard here containing 2000 peach trees and 1000 apple trees on 50 acres, the trees being about nine years old. What would you say would be a fair gross income from this orchard in this district? The trees seem to have been properly pruned for a low down tree and look fine. The orchard lies on an elevation, but it seems to be very wet, in fact, this month it is swampy. We have had much rain this month but the orchard is wetter than it should be for the elevation. What effect would this have on the crop?—H. J., Pennsylvania.

FRUIT GROWERS generally find that the growthiest or more vigorous trees are the most satisfactory for transplanting; that is, they develop into more profitable trees, come into bearing earlier,

and are more resistant to diseases and insects.

In general, peach trees may come into profitable bearing when four or five years old, although in many cases good bearing is not reached until they are seven or eight years old. Apple trees will bear some fruits when five or six years of age, although profitable bearing is not as a rule reached until the trees are from eight to 10 years old, and in some cases profitable bearing does not occur until the eleventh or twelfth year.

A good yield from the 2000 peach trees in the orchard which you describe would range all the way from about 1000 bushels to 1500 or perhaps even more bushels during a crop year. For apples on 1000 trees about 10 years of age, you might expect all the way from 800 to 1200 or 1500 bushels during a crop year.

If the land upon which the trees are planted is poorly drained, it may affect the trees very adversely. If the soil is inclined to be wet, it would be advisable to establish a good system of drainage, if possible. All the trees will be of short life, and perhaps unprofitable, if the soil has a tendency to be wet or poorly drained.

To make the orchard venture which you describe a success, it is important that careful and timely attention be given to such important or major operations as cultivation, fertilization, pruning, and spraying.

#### Flat-Headed Apple Tree Borer

Will you kindly tell me if there is any way to kill the grubs that are ruining my apple trees. I find as many as five or six large grubs on the main trunk of the tree and often a half dozen smaller ones on the branch roots. The soil around the trees seems to be infested.

I can dig out the large ones, but that will not destroy the eggs. Is there not some chemical that will kill them all and clear up the soil?—W. F. S., Texas.

YOUR DESCRIPTION leads us to believe that the apple trees which you describe are infested by the so-called flat-headed apple tree borer. In general some of the best measures for controlling this insect pest consist of the following:

1. Keep the trees as vigorous and fruitful as possible. In nearly every case, trees suffering the worst from borers are those which are devitalized and starved as a result of a lack of cultivation, proper fertilization, pruning and spraying.

2. The second remedy might well consist of a thorough examination of the trunks of the trees during the fall and early spring. Where borers are found, a sharp knife may be used in cutting or paring away the bark and affected tissues. It is important in this connection that the cuts be made up and down as nearly as possible to prevent the likelihood of girdling the trees. Moreover, by means of a stiff wire, nicked on the end by means of a hatchet or other implement, the operator may often probe in the hole made by the borer and remove or destroy it without making serious wounds on the tree trunk.

3. Still another measure of prevention consists of keeping the trunks of the trees thoroughly whitewashed from about the first of July up until the latter part of September or October first. In doing this work, the whitewash may be made thin enough to be sprayed upon the trunks of the trees or thick enough to be used by means of a paint brush. It is well to add to every lot of whitewash about two pounds arsenate of lead to a 50-gallon supply. This will increase the adhesiveness of the whitewash and also poison it, which may be effective in destroying some of the borers.

#### Pear Blight

Last August blight affected seven or eight of our Bartlett pear trees. All of these trees were loaded with fruit and suddenly the leaves all turned a very dark brown—almost black in color—but did not fall to the ground. Limbs that were hit the hardest failed to mature the fruit and the trees now have the appearance, with last year's leaves still hanging on them, as though they were dead.

The past five years we have been spraying these trees regularly with lime and sulphur dormant spray, and then later sprayed, of course, and all of these pear trees were sprayed during the spring and summer of 1929; but this blight suddenly appeared on these pear trees and on no other fruit trees.

Would it be your advice to cut these trees down entirely, or is there a chance of soaking them with lime and sulphur now and killing this blight?—E. M. O., Illinois.

IN ALL probability your last suggestion is the best one; that is, cut down the badly blighted Bartlett pear trees and burn the wood. This is true because

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# FRUIT and VEGETABLE REVIEW

By PAUL FROELICH  
U. S. Bureau of Agricultural Economics

**PRODUCTION** prospects for peaches and pears improved slightly by July. The total apple crop may be a little larger than that of last year, and grape production will exceed the 1929 figure. California and Michigan cherries show some increase over last season. Condition of all California citrus fruits declined rather sharply during June but were still better than a year ago. Condition of Texas citrus showed much improvement. Nearly all the deciduous fruits in California are greatly in excess of the light crops of 1929 and may exceed the 1928 figures.

Peach movement was active in the Southeast and in California. Peak of the southeastern watermelon movement was past, and Texas will soon be finished. The western cherry season was waning. Pears, plums, and grapes were important in California, and some early apples were moving from that State. Numerous eastern and southern sections were shipping summer apples. Cantaloupes were finished in Imperial Valley, but the Arizona season was at its height in early July. Prices of nearly all fruits were rather moderate.

### The Apple Crop

**THE** total apple crop was forecast in July at 145,388,000 bushels, or 2% greater than the light crop of last year but one-fifth less than the average of preceding five seasons. Commercial crop is indicated as 28,964,000 barrels, about the same as in 1929 but nearly 10% less than average. The North Atlantic group has about 30% more commercial apples than last year, while western States have only slightly more than in 1929. Virginia and West Virginia are short. Michigan will be light. The commercial crop in Washington may fall a little below the record of last season. Condition of the apple crop is spotted.

During early July, Delaware and Illinois had taken the leading places as sources of summer apples, but the Virginias and Maryland were active in the East and California in the West. States farther North were also beginning to ship this fruit. Daily forwardings of 50 cars were lighter than those of a year ago. Some jobbing sales in city markets were ranging \$2-\$3 per bushel basket of best fruit.

Among the States which export apples in large quantities, considerable concern was experienced over the embargo recently placed by Great Britain against the importation of American apples not meeting "U. S. Fancy" or "U. S. No. 1" specifications in the East and "Extra Fancy" or "Fancy" grades in the West. This ban was expected to prevail from July 7 to November 15 and was placed ostensibly to keep out the fruit fly. Exports of apples to the United Kingdom have proved in past years to be a valuable outlet for this fruit, and efforts were being made to effect some modification of the British embargo. The Argentine government in South America also is insisting on the refusal of American apples which do not satisfactorily pass examination by Argentine inspectors, in accordance with standards set up in that country. Argentina has been a heavy receiver of Virginia Ben Davis apples in past seasons.

### Southeastern Peaches Active

**THE** peach crop improved slightly during June, so that the estimate of production in July was increased to 47,800,000 bushels, or about 4% more than the harvested crop of 1929 but 16% below the average of the preceding five years. Some of the North Central States report practically a complete failure of the peach crop this season. New Jersey, the Virginias, Pennsylvania, and Maryland are very short, and midwestern areas have very light crops. A good crop, however, is expected in New York State. California has more than twice its light production of 1929 and 43% more than the five-year average figure. Washington expects only half as many peaches as in 1929.

Elbertas began coming from Georgia during early July and this variety was dominating the market. The supply of Hileys and Belles was limited. For quite a while, demand exceeded the supply, and f. o. b. prices advanced to top of \$2.75 per six-basket crate, with half bushels returning \$1.35. Terminal markets quoted Georgia Hileys and Belles at \$2.75-\$4.50 per crate of medium to large sized fruit. Georgia was shipping more than 100 cars daily, and the Carolinas were becoming quite active.

### More Pears Expected

**FORWARDINGS** of California pears had increased to 50 cars daily, and this fruit will soon be a leading market feature. Condition of the pear crop improved during June. According to July condition of 61% of normal, production is now indicated as 24,000,000 bushels, or 11% more than in 1929 and than the average of preceding five years. Nearly 80% of the total pear crop is produced in the three Pacific Coast States and New York. Prospects are better in all of these States than they were in 1929. California alone expects 9,450,000 bushels, or about 1,700,000 more than the five-year average for that State.

### Good Crop of Grapes

**GRAPES** everywhere were showing better production prospects than last season. According to July condition 87% of normal, the expected total crop in the United States is 2,306,000 tons, which would be 14% more than in 1929 and about equal to the five-year average figure. New York expects a heavy crop of 93,000 tons, and Michigan, with 70,000, will be about the same as last season. The Ozarks crop is about like that of 1929. California looks for 2,018,000 tons, of which raisin varieties comprise 61%. California was already shipping 25 cars daily, and light supplies were coming from Arizona, Texas, and Florida.

The grape industry in Florida has shown rapid expansion. Thousands of acres are now devoted to this crop, and the co-operative organization of growers is keenly interested in the local situation. About 1240 tons of grapes are expected in Florida this season, compared with 888 last year.

### Citrus Fruits

**THOUGH** condition of citrus fruits in California declined during June, oranges still averaged 87% of normal in July compared with 70% at the same time in 1929 and 83% two years ago. Grapefruit registered 94% in California, or 10 points higher than last year. Lemons averaged 82% of normal, as against 65% in July, 1929, and 87% in 1928. Florida oranges improved, and by July the condition of this crop was rated as 82% of normal, or just about the same as two years ago and 19 points above last summer. The Florida grapefruit crop registered 80%, compared with 57% in 1929. Arizona citrus was doing exceptionally well, and Texas citrus fairly well.

Oranges were moving from California at a daily rate of 100 cars, or considerably less than last summer. Lemon shipments were averaging only 65 cars each day, in addition to imports. Supplies of grapefruit were very light.

### Heavy Movement of Melons

**PEAK** of the 1930 watermelon movement probably was reached during the last week of June, when total shipments for the seven-day period were 10,420 cars. By the following week, output was reduced to 5850 cars. Some increase was expected later, but it was doubtful whether movement would again reach the high level of June. The Florida

season was nearly finished. Georgia was most active, and other southern and southeastern sections were loading many cars. Very high temperatures in some producing sections caused the melon crop to deteriorate and may curtail the total shipments. Texas and Imperial Valley were still fairly active in mid-July.

The extremely heavy output just prior to July 4 caused cash-track prices of Tom Watsons in southern Georgia to drop to a range of \$40-\$75 per carload of about 1000 melons. The f. o. b. price later recovered to some extent, but in general the watermelon market was weak. City sales averaged only 20c-50c per melon by July 10.

Seven second-early States expected a crop of 43,301,000 melons, or 15% more than in 1929. Georgia alone was estimated to have 25,652,000, an increase of 2,100,000 over last year. Other important States showed gains.

### Low Prices for Cantaloupes

**DURING** early July, the western f. o. b. markets for cantaloupes were dull and low. Some cash-track sales of standard 45's in Imperial Valley were made at \$1, and the Arizona shipping-point market was down to \$1-\$1.15 per crate. Consuming centers reported these melons at the very moderate jobbing range of \$1.50-\$2.75 per standard crate of 45. Honey Balls and Honey Dews had also declined considerably in price.

The Imperial Valley season was closing with a record of 11,000 cars, or about 3000 less than last year. Other parts of California were becoming active. Arizona assumed first place by July and was shipping 300 cars daily, which was twice the volume of last season. Georgia and South Carolina were originating quite a few cars, and the season had opened in Arkansas. Supplies of miscellaneous melons have been rather heavy this year. Instead of increasing their plantings, the late cantaloupe States now expect a 5% reduction from their total 1929 acreage.

### Vegetable Markets Quiet

**DURING** the summer and early fall, when home grown supplies of vegetables are quite large, less activity than usual is shown in the carlot market for shipped-in products. Nearly all vegetables were plentiful, and prices were relatively moderate in July. Movement of cabbage and onions had dropped to a low level, but potatoes, tomatoes and lettuce were still moving in large quantities.

### Potato Prices Decline

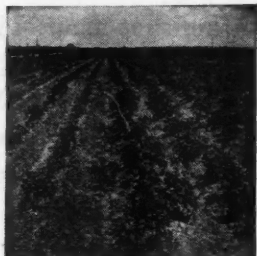
**THE** abundance of southern potatoes this season, and a generally dull condition in the market for this product, resulted in a sharp decline of prices. The North Carolina shipping season was about ended. That State forwarded 7500 cars, compared with 6000 during the 1929 season. By early July, the total forwardings of 1930 potatoes were about 46,000 cars, as against 38,000 the year before. Nearly all States except Florida have registered much heavier output than last year. Norfolk section of Virginia was running ahead of its 1929 record, but the Eastern Shore area was lagging behind. Virginia recently has been most active, moving at least 600 cars daily; but Kansas and Missouri also were shipping large crops of potatoes. The big crop in New Jersey was expected to start marketward, along with Long Island potatoes, during late July, and additional midwestern States will soon be active. Early potatoes from the northern or main-crop States should be arriving by August. There is every indication of an abundance of this product. Average daily output by July 10 was around 900 cars.

F. o. b. prices on the Eastern Shore of Virginia declined almost continuously until a range of \$2.25-\$2.35 per barrel was reached. Some improvement was expected after the peak movement was completed. City jobbing sales had dropped to low level of \$2.25-\$3.75. Sacked Cobblers in Kansas and Missouri were returning only \$1-\$1.15 per 100 pounds, on a cash-track basis, and the Chicago carlot market ranged \$1.50-\$1.70.

### Heavier Potato Crop This Year

**THE** July 1 estimate of 1930 plantings of potatoes totals 3,482,000 acres for the United States. This is an increase of about 3% over both the 1929 acreage and the previous five-year average. Increases in southern States average about 13%. There is little change in acreage in the North Central States, where a material increase in Wisconsin has been offset by decreases in Minnesota and the Dakotas. Changes are small in the North Atlantic States outside of Maine, where the acreage for 1930 is estimated to be largest on record.

Condition of the potato crop on July 1 was 83.4% compared with 83.1% on the same date in 1929 and 85.5%, the average condition on July 1. Present indications point to a crop totaling 398,000,000



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bushels, compared with 360,000,000, the revised estimate of 1929 production, and a five-year average of 393,000,000 bushels. In the southern States the expected crop does not differ materially from that of last year, in spite of the material increases in acreage. The expected crop in the North Central States, where yields were light in 1929, is 28,000,000 bushels greater than the crop harvested last year. The North Atlantic States and western States expect increases of 7,000,000 and 4,000,000 bushels respectively.

Maine expects 47,000,000 bushels of potatoes this year, or only 3,000,000 less than the large crop of 1929. New York, with possibly 30,740,000 bushels and Pennsylvania with 28,320,000, would have much larger crops than last season. Michigan, Wisconsin, Minnesota, and the Dakotas together expect over 103,000,000, as against 77,400,000 bushels in 1929. Colorado looks for a slightly lighter crop than last season, or 11,180,000 bushels, but Idaho probably will be increased to the very high total of 21,645,000. Pacific Coast States will have crops only a little heavier than those of last year.

Commercial early potatoes in the southern States are showing up well. All of the nine second early shipping States except Maryland, Kentucky, and Tennessee, report heavier crops than in 1929. Both acreage and yield per acre have been increased, and commercial production in this group of nine States, which ship largely during July, is estimated at 13,500,000 bushels, compared with 10,955,000 last season. New Jersey alone expects a heavy crop of 6,028,000 bushels, and Kansas 2,367,000. Condition of the early commercial crop on July 1 averaged 81% of normal, or four points higher than a year ago and seven points above the 10-year average.

#### Fewer Sweet Potatoes

ACCORDING to July condition 70% of normal, the sweet-potato crop this year should be about 74,000,000

bushels, compared with 84,700,000 last season and a five-year average of 74,100,000 bushels. Plantings were increased about 4 1/2% to a total of 858,000 acres, but the indicated yield averages only 86 bushels per acre, as against 103 last year.

#### Lettuce and Tomatoes

CARLOT movement of lettuce again increased during July, with central California, Washington, and New York all shipping considerable quantities. The daily average from all States was about 125 cars. F. o. b. markets in the West had declined to a low level, but good stock met an active demand, and prices were advancing. The large movement of inferior stock retarded this advance to some extent. Western Washington shippers were getting \$2.50-\$2.75 per crate of 4 to 5 dozen heads, and city prices ranged mostly \$4.50-\$7 for best stock in early July. Big Boston lettuce from New York and New Jersey was jobbing at a wide range of 40c-\$1.35 per crate of 2 dozen heads. Acreage of lettuce in five late-shipping States is now estimated at 28,730, compared with 25,510 acres last season. Colorado and New York show slight decreases, but California a 40% increase.

Tennessee was shipping more tomatoes than any other State during the first half of July, but the season there was rapidly waning. Virginia, Maryland, New Jersey and other producing sections in the East and Middle West were getting under way; homegrown supplies will soon be abundant. Total shipments had decreased to a daily average of about 200 cars. Lug boxes from the Middle West averaged close to \$1.75 in large terminal markets, but six-basket crates of eastern tomatoes ruled low at \$1-\$1.50. Ten intermediate tomato States expect a combined crop of 6,450,000 bushels, or 10% more than in 1929. Maryland and Missouri look for considerable decreases from last season, but good increases are expected in Arkansas, California, North Carolina, Tennessee, and New Jersey.

### Federal Protection for New Plants

By O. M. KILE

PATENT protection for developers of new or improved plants is now available from the United States government through a recent Act of Congress signed by President Hoover on May 23, 1930.

The men and women who produce new varieties of plants can now obtain a 17-year monopoly on the asexual reproduction of their creations, thus insuring the financial as well as the honorary reward to which they are entitled.

This new law has been called by various names since its enactment, such as: "A law to prevent plant piracy," "A law to keep plant wizards out of the poor house," and "A law to force patent lawyers to learn a new profession." Any one of these names might well be applied to the new law with accuracy.

Many plant breeders have produced beautiful and valuable new varieties after several years of working and waiting, to receive in the end only a small prize and perhaps the honor of giving his or her name to the new plant. All this will now be changed. The honors and prizes will still be there for the plant developer, but, with a patent, the probable rewards will be much more substantial and more worth while working and waiting for, and the chances of piracy minimized.

A number of well-known horticulturists have expressed the belief that this new law will be effective in producing a number of young Burbanks, since they can see the possibility of obtaining deserved rewards for the propagation of new and improved plants.

Who can say what we might now be growing in our gardens if plants had been patentable a hundred years ago, as were the products of the mechanical inventor? What new food delicacies and floral beauties may we not expect in the next generation when this new law becomes well established, and breeders get to work in earnest?

The difficulties of the patent attorney through this new law are very apparent. Few, if any, have the combined knowledge of patent law practice and that of an expert botanist or horticulturist, and such a combination as this will be required in order to properly make applications for plant patents. Patent attorneys in Washington are wondering what they are going to do about it. One or two organizations have been established, however, to handle this type of patent business.

Not all types of plants come under this law, of course. Only those that can be

reproduced asexually by cuttings, buds, slips, bulbs, grafting, etc. (other than by seeds) are patentable. Thus it is a law principally for fruit, berry, flower and ornamental shrub growers.

The plant patent law is not to be retroactive. Plants that have been "introduced to the public" prior to May 23, 1930, are not patentable. However, the United States Patent Office has not yet decided just how extensively plants must be known in order to be considered as "introduced to the public." Plants now known slightly may be declared eligible for patents.

The wise plant breeder and producer, for his own protection, will endeavor to learn as much as possible about this new law at once.

### Northern Nut Growers to Hold Meeting

THE NORTHERN Nut Growers' Association will hold its annual convention this year at Cedar Rapids, Iowa, September 17, 18, and 19. A cordial invitation to attend is extended to all interested in furthering the culture of edible nuts which will thrive in the northern States.

The program will consist of informational talks on the important but not generally understood phases of nut growing as they apply to the northern States. It will include such topics as the kinds and varieties to grow, newer methods of propagation including the care of scion wood, methods of growing the black walnut and chestnut on a commercial scale and utilizing both the timber and nuts to the best advantage, common pests of nut trees, and the unique place of nuts in the diet.

The problems peculiar to different sections will be discussed and considerable attention paid to their solution insofar as the representative authorities from the various States adjoining can help from their wide experience. Nut growing is a comparatively new field of horticulture, but men who have studied the subject from the beginning, authorities from Canada, North Dakota, Michigan, and Vermont to Pennsylvania, Arkansas, Missouri, and the States between, actively interested in the work of the association, will gather to exchange experiences, learn of the newest experimental work being done, and make plans for further developments.

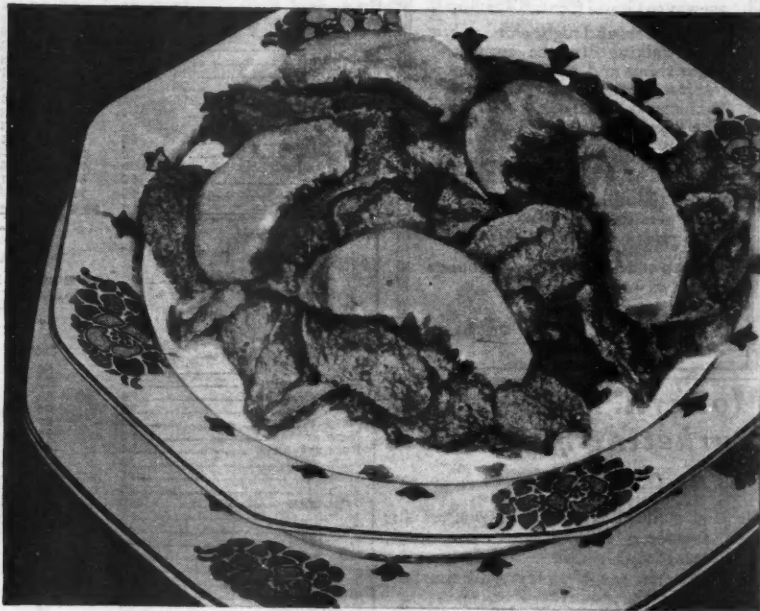
The meeting will be at the Hotel Montrose, and reservations should be made soon.—A. S. Colby, Secretary, Urbana, Ill.

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We have prepared an attractive pamphlet featuring the use of fruits. Also one on milk and cereals. If you would like a quantity of these pamphlets to distribute we will gladly send them free on request.





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## Crop Report as of July 1, 1930

THE CROP REPORTING BOARD of the United States Department of Agriculture makes the following forecasts and estimates for the United States from reports and data furnished by crop correspondents, field statisticians, and co-operating State boards (or departments) of agriculture and agricultural colleges:

STATE	Condition July 1 Per cent			Production—Total 1,000 bushels			Production Commercial 1,000 barrels		
				Harvested, subject to revision in December			Harvested, subject to revision in December		
	10 Yr. Aver. 1919-28	1929	1930	Average 1924-28	1929	1930, forecast from condition July 1	Average 1924-28	1929	1930, forecast from condition July 1
Maine	75	76	79	2,488	3,360	3,604	499	692	536
New Hampshire	74	63	78	1,206	974	1,155	244	198	234
Vermont	76	80	69	836	1,029	737	157	198	142
Massachusetts	69	61	27	3,168	2,650	3,650	664	567	781
Rhode Island	67	59	77	297	253	368	60	50	72
Connecticut	70	60	79	1,460	990	1,672	273	163	276
New York	60	51	59	26,075	16,520	23,218	4,588	3,404	4,508
New Jersey	65	50	72	3,151	1,880	3,619	704	430	828
Pennsylvania	55	39	50	9,372	5,973	7,783	1,096	762	993
Ohio	51	28	22	7,206	2,680	2,800	894	247	327
Indiana	53	47	27	2,420	1,170	600	180	81	47
Illinois	56	48	40	6,860	4,725	4,995	1,119	840	888
Michigan	61	54	43	6,747	7,020	4,320	1,175	1,206	864
Wisconsin	72	70	48	1,800	1,749	1,034	132	132	78
Minnesota	74	71	38	1,003	726	342	42	29	14
Iowa	62	61	47	2,663	2,120	1,731	109	85	71
Missouri	51	53	32	3,780	2,800	2,324	523	380	330
South Dakota	66	61	56	162	140	126	80	90	59
Nebraska	54	64	39	694	868	546	110	90	59
Kansas	51	62	27	1,595	1,310	555	314	288	144
Delaware	63	57	60	1,527	1,012	1,380	416	287	391
Maryland	53	52	42	2,228	2,300	1,660	416	455	328
Virginia	45	51	32	1,989	13,000	8,840	2,602	3,100	2,108
West Virginia	42	40	37	7,162	5,600	5,440	1,214	1,400	868
North Carolina	53	44	34	4,479	2,628	2,044	231	150	102
South Carolina	64	44	56	495	308	405	106	76	82
Georgia	59	38	53	1,213	680	999	115	53	32
Kentucky	52	40	22	4,231	2,000	1,812	77	46	34
Tennessee	51	45	32	3,417	2,000	1,482	115	53	32
Alabama	56	36	54	865	500	713	77	46	34
Mississippi	59	49	43	243	185	155	497	220	320
Arkansas	54	46	40	3,016	1,400	1,575	497	220	320
Louisiana	54	51	45	28	25	24	29	24	11
Oklahoma	54	57	28	685	634	297	29	24	11
Texas	56	00	47	272	230	225	9	10	10
Montana	69	83	60	318	420	390	78	125	103
Idaho	76	84	70	4,781	5,500	4,625	1,340	1,650	1,236
Wyoming	76	74	67	42	35	32	875	720	336
Colorado	75	72	29	3,056	2,460	1,148	188	252	131
New Mexico	58	64	40	828	1,035	540	188	252	131
Arizona	60	70	64	84	104	104	9	10	10
Utah	79	66	76	851	500	735	184	80	164
Nevada	66	40	50	45	25	35	8,206	8,300	7,819
Washington	76	70	72	28,885	28,800	28,810	1,444	750	1,603
Oregon	76	68	83	6,371	4,000	6,970	1,695	1,433	2,094
California	74	56	79	9,166	7,700	11,218	1,695	1,433	2,094
United States	59.9	53.7	50.5	180,262	142,078	145,388	32,373	28,973	28,964

STATE	Condition July 1 Per cent			Production 1,000 bushels		
				Harvested, subject to revision in December		
	10 Yr. Aver. 1919-28	1929	1930	Average 1924-28	1929	1930, forecast from condition July 1
New Hampshire	59	58	80	23	26	35
Massachusetts	63	63	73	160	165	189
Rhode Island	66	60	60	29	25	34
Connecticut	70	60	67	222	177	192
New York	59	58	72	1,988	1,470	2,220
New Jersey	66	75	41	2,234	2,600	1,365
Pennsylvania	54	44	29	1,525	1,157	780
Ohio	49	21	10	1,418	494	234
Indiana	44	22	10	461	726	12
Illinois	46	78	40	1,324	3,600	12
Michigan	55	51	40	871	816	595
Iowa	41	42	16	45	55	12
Missouri	40	53	1	889	1,261	24
Nebraska	33	50	30	35	68	35
Kansas	30	47	6	242	365	35
Delaware	60	68	24	278	378	90
Maryland	55	74	29	471	532	168
Virginia	45	71	15	864	928	160
West Virginia	42	45	9	622	580	108
North Carolina	57	51	38	2,028	1,400	1,428
South Carolina	64	41	52	914	562	850
Georgia	67	64	84	8,198	2,880	5,460
Florida	71	60	59	110	94	94
Kentucky	52	50	6	829	600	60
Tennessee	52	58	21	1,711	1,225	570
Alabama	61	30	52	1,118	504	900
Mississippi	64	52	47	575	444	361
Arkansas	60	67	5	2,385	2,635	84
Louisiana	62	51	43	206	154	109
Oklahoma	42	57	5	846	1,100	80
Texas	50	66	34	1,674	1,953	864
Idaho	51	73	10	180	288	36
Colorado	69	65	64	778	1,000	884
New Mexico	56	45	23	87	84	42
Arizona	58	55	85	63	60	94
Utah	70	67	44	515	542	344
Nevada	50	45	60	5	5	6
Washington	57	65	34	854	1,250	612
Oregon	57	49	60	249	232	264
California	85	42	88	19,793	13,334	28,378
United States	63.3	49.8	46.5	56,821	45,789	47,808

\*Less than 1% of full crop.

CITRUS FRUITS									
Condition in Certain States, July 1, 1930, with Comparisons, and Estimated Production, 1928* and 1929									
<b>ORANGES:</b>									
California, all	87	95	93	70	81.4	38,705	25,000		
Valencia	87	95	92	70					
Florida, total	82	80	81	63	80.4	15,000	9,500		
Commercial						13,900	8,500		
Louisiana						220	187		
Texas	72	61				68	128		
Arizona	92	92				99	104		
Alabama						38	212		
Mississippi									
<b>SATSUMAS:</b>									
Florida	46	48	62	70					
<b>TANGERINES:</b>									
Florida	76	78	82	57					
<b>GRAPEFRUIT:</b>									
Florida, total	80	81	78	57	76.5	10,500	6,500		
Commercial						9,300	5,500		
Texas	63	51				772	1,275		
Arizona	90	90				211	243		
California	94	96		84		972	1,300		
<b>LEMONS:</b>									
California	83	84	87	65	78.9	7,900	5,900		
Florida									
<b>LIMES:</b>									
Florida	69	77	74	75	76.2	6	7		

\*Citrus data relate to crop produced from bloom of the year shown. Production estimates cover crop harvested during season from November 1 to October 31 in California; season begins September 1 in other States. Estimates include all fruit actually picked, however utilized.

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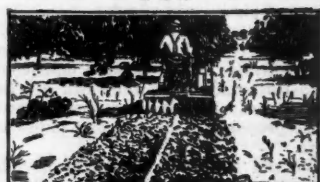
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(CROP AND PLUMS: Michigan, California, PRUNES: Idaho, Oregon, Washington, Arizona, PRUNES: California, Oregon, Washington, Idaho, PEACHES: California, Colorado, Clingstone, Freestone, APRICOTS: California, Colorado, FIGS (Common): California, Dried: Not a crop, Texas, OLIVES: California, ALMONDS: California, WALNUTS: California, Oregon, PINEAPPLES: Florida, AVOCADOS: Florida, \*Income: \*Estimate: \*Mainly: \*Including: \*ditions: \*Mainly: \*Estimate: \*\*Revised:

CROP AND PLUMS: New York, Sweet, Sour, Pennsylvania, Ohio, Michigan, Wisconsin, Montana, Idaho, Colorado, Washington, Oregon, California,

On

in paperbe profit to the Since it apples to e els in bash on that b same pack packing th each. W package is packs will number of will bring we will de This leave and \$10.80 Freight an will not cor the differer material f types of co material fo the three for those it every advan gated box p material. 2 four corrug 80c more f of apples i ing \$8.10, t packs, from four corrug This repre ceived for packed in a difference i cost of labo corrugated difference a apples pac shipper wo more for th bushel as a In makin



## MISCELLANEOUS FRUITS AND NUTS\*

Condition in Certain States, July 1, 1930, with Comparisons;  
Estimated Production, 1928 and 1929, and Forecast 1930

CROP AND STATE	Condition 1st of month				10-Yr. Aver. July 1 1919-29 P.ct.	Estimated Production		1930 production forecast from Jul. 1 condition Tons
	1930 crop July P.ct.	June P.ct.	July 1928 P.ct.	July 1929 P.ct.		1928 Tons	1929 Tons	
PLUMS:								
Michigan	58	58	54	37				
California†	33	32	34	46	74.9	66,000	40,000**	71,000
PRUNES (For use Fresh):								
Idaho	70	70	64			21,748	25,360	
Oregon	67	55		74		21,000	28,000	
Washington	65	59	68	76		18,500	20,000	
Arizona	37							
PRUNES (For Drying):								
California	80	77	73	42	66.8	220,300	103,000	234,000
Oregon	52	49		75		5,000	42,500**	
Washington	68	50		74		900	6,500	
Idaho	75	67				84	1,000**	
PEACHES:								
California, all	88	84	86	42	79.4	618,000	320,000**	681,000
Clingstone†	90	84	86	34		414,000†	179,000	477,000
Freestone†	85	84	86	58		204,000	141,000**	204,000
APRICOTS:								
California	58	57	56	57	63.1	175,000	215,000**	
Colorado						300	400	
FIGS (Commercial):								
California	86	81	75	77	86.5			
Dried						11,500	15,000	
Not dried‡						6,130	6,000	
Texas, Not dried‡						6,513	2,778	
OLIVES:								
California	78	84	73	71	69.8	23,900	22,500	
ALMONDS:								
California	63	63	69	26		14,000	4,600	11,800
WALNUTS, "English":								
California	62	65	65	86		25,000	39,000	31,000
Oregon						1,500	1,050	
PINEAPPLES:								
Florida	62	56	70	79	78.2	9,000	6,000	
AVOCADOS:								
Florida	59	67						

\*Incomplete data for some States are not available.  
†Estimated production includes small quantity of prunes marketed fresh.  
‡Mainly for canning.  
§Including 70,000 tons not harvested or not utilized on account of local marketing conditions.  
||Mainly for drying.  
¶Estimated production includes some figs not of merchantable quality.  
\*\*Revised.

## CHERRIES

Condition in Certain States, July 1, 1930, with Comparisons, and Estimated  
Production, 1928 and 1929

CROP AND STATE	Condition 1st of month				10-Yr. Aver. July 1 1929-29 P.ct.	Estimated Production		1930 production forecast from July 1 condition Tons
	1930 crop July P.ct.	June P.ct.	July 1928 P.ct.	July 1929 P.ct.		1928 Tons	1929 Tons	
New York, all	82	75	36	47		8,409	12,734	
Sweet	66	64	32	54				
Sour	84	77	38	46				
Pennsylvania	44	44	59	40				
Ohio	44	38		32				
Michigan	50	41	60	47		20,000	15,000	16,000
Wisconsin	60	68	83	65		9,500	4,375	
Montana	74	73		89		120	260	
Idaho	80	80		71		4,100	4,000	
Colorado	48	60	35	70		1,500	4,500	
Utah	72	55	75	69		4,600	4,000	
Washington	65	59	63	62		4,500	7,500	
Oregon	65	60		50		11,500	8,400	
California	61	59	63	53		18,500	17,000	16,500

(To Page 14)

## On the Trail of the More Profitable Package

(From Page Five)

in paperboard boxes show a greater net profit to the packer.

Since it takes four corrugated boxes of apples to equal the measure of three bushels in baskets or hampers we will figure on that basis. Let us assume that the same packer is using both containers and packing the same variety and grade in each. We will also assume that each package is selling at \$3.00. Three bushel packs will bring \$9.00 while the same number of apples in four corrugated boxes will bring \$12.00. From each of these we will deduct 10% selling commission. This leaves \$8.10 for the bushel packs and \$10.80 for the corrugated box packs. Freight and storage are so variable we will not consider them. We must consider the difference in the cost of labor and material for packing the two different types of containers. Supposing labor and material for the bushel pack costs 33½¢, the three bushels will amount to \$1.00 for those items. Allowing the bushel pack every advantage we will figure the corrugated box pack at 45¢ a box for labor and material. That amounts to \$1.80 for the four corrugated box packs, a difference of 80¢ more for packing the same quantity of apples in corrugated boxes. Deducting \$8.10, the selling price of three bushel packs, from \$10.80, the selling price of four corrugated box packs, leaves \$2.70. This represents the added amount received for the same number of apples packed in corrugated boxes. From that difference must be deducted the added cost of labor and material for packing in corrugated boxes. As shown above, that difference amounts to 80¢. For the same apples packed in corrugated boxes the shipper would, therefore, receive \$1.90 more for the three bushels or 63½¢ per bushel as an added net profit.

In making the above comparison we

figured on both containers selling at the same price. It is not at all uncommon to find the same variety and quality, packed in corrugated boxes, selling at higher prices than bushel packs. That condition adds very materially to the packer's profits. Where corrugated boxes have been accepted as standard containers the small apples nearly always command higher prices per package when packed in corrugated boxes. Although the paperboard box was first used for softer varieties which are more easily bruised, their use is spreading to the firmer varieties with equally desirable results. The hard varieties of cooking apples, and those of poorer quality, will probably be packed in bushels, and in some districts in barrels, for quite some time. The Rome Beauty, which is an ideal baker, is shown to its best advantage in the even and regular rows of a corrugated box. The principal varieties of apples being packed in corrugated boxes by eastern growers are McIntosh, Delicious, Northern Spy, Jonathan, Rome Beauty, Snow and Baldwin.

### Foreign Fruit Industry Being Improved

APPLE PRODUCTION is receiving increasing attention in practically all continental European countries, according to F. A. Motz of the Foreign Agricultural Service of the United States Department of Agriculture. Considerable progress, he says, has been made in most countries in putting the fruit industry on a modern basis, as evidenced by improvements in cultural, harvesting and grading practices, and the introduction of more desirable varieties. In every country the development of the fruit industry is being encouraged and fostered by the governments.



## Nursing orchards with a "Caterpillar"

FOR EVEN YOUNG, tender orchards—timely attention and protection with a "Caterpillar" track-type Tractor.

Sure traction in the tight-grip-ping tracks to turn under nourishing cover crops—right on time to save maximum fertility and conserve needed moisture. Effective power to pull wide tools up the hills or over the sand—to subdue robber weeds speedily—nimble power to work close safely and guide heavy tools at will. Yet those tracks tread lightly—no harmful packing.

Spring—Summer—Winter—Fall—your "Caterpillar" Tractor is always on the job. Keeping young orchards healthy—helping them to vigorous maturity—and tending your producing trees besides—better, quicker, cheaper.

Prices—f. o. b. Peoria, Illinois  
TEN . . . \$1100 TWENTY . . \$1900  
FIFTEEN . . \$1450 THIRTY . . \$2375  
SIXTY . . . \$4175

Caterpillar Tractor Co.  
PEORIA, ILL. and SAN LEANDRO, CAL., U. S. A.  
Track-type Tractors Combines Road Machinery  
(There's a "Caterpillar" Dealer Near You)

**CATERPILLAR**  
REG. U. S. PAT. OFF.  
**TRACTOR**



# THE CURB MARKET

**RATES:** Per word, for Classified Advertisements in "agate" type, first line capital letters, 15 cents per word, including name and address. No advertisement accepted as less than 24 words. (Minimum cost \$3.60.) **DISPLAY ADVERTISEMENTS,** of type matter only (no illustrations, trade-marks, etc.) set wholly in our type, \$12.50 per inch, cash with order. No Display Advertisement of less than 1/2 inch will be accepted. Maximum size one-fourth page (12 1/2 inches). Orders may be sent direct, or through any recognized advertising agency.

## AGENTS-SALESMEN WANTED

**WE START YOU WITHOUT A DOLLAR.** Soaps, extracts, perfumes, toilet goods. Experience unnecessary. **Carnation Co., 278, St. Louis, Mo.**

**BIG MONEY AND FAST SALES.** EVERY owner buys gold initials for his auto. You charge \$1.50; make \$1.45. Ten orders daily cash. Write for particulars and free sample. **American Monogram Co., Dept. 92, East Orange, N. J.**

**BIG MONEY DAILY SELLING SHIRTS, TIES.** Underwear, Sox, Raincoats, Lumberjacks, Sweaters, Leather Coats, Mackinaws, Corbells, Pants, Children's Playuits. Outfit Free! Experience unnecessary. **Nimrod Co., Dept. 102, 4922-28 Lincoln Ave., Chicago.**

## DOGS

**FOXHOUNDS, COONHOUNDS, RABBITHOUNDS.** Bluebirds, Redbones, Baldwins. Supply catalogue. **Kaskaskia, E-39, Herrick, Ill.**

**\$35.00 BUYS A COONHOUND THAT MUST PLEASE** you on long trial. **Kerrill Kentucky Kennel, Kerrill, Ky.**

## EQUIPMENT

**FOR SALE: THOMAS ALBRIGHT HYDRAULIC** apple press very reasonable. **South Haven Fruit Exchange, South Haven, Mich.**

## FARMS AND ORCHARDS

**ORCHARD, 3000 APPLE TREES, 100 ACRES.** Some timber. Good buildings with modern conveniences. Close to town of Bedford. Pa. Adjoins lands of Bedford Springs Hotel. Send for illustrated folder. **Box 553, Windber, Pa.**

## FARMS WANTED

**WANTED—TO HEAR FROM OWNER OF LAND** for sale. **O. Hawley, Baldwin, Wis.**

**SELL YOUR PROPERTY FOR CASH. NO MATTER** where located. Information free. Established 26 years. **Black's Realty Co., Dept. B-28, Chippewa Falls, Wis.**

**WANTED, GOOD GENERAL FARMING, DAIRY** farm. What have you for sale? Owner only. **894 Ford Bldg., Detroit.**

## FUR RABBITS

**MAKE BIG MONEY WITH CHINCHILLA Rabbits.** Real Money Makers. Write for facts. **846 Conrad's Ranch, Denver, Colorado.**

## INSTRUCTION

**MAIL CARRIERS—POSTOFFICE CLERKS.** \$1700 to \$2300 year. Steady work. Men 18-45. Many August Examinations. Particulars free. Write immediately. **Franklin Institute, Dept. N-69, Rochester, N. Y.**

## MISCELLANEOUS

**BEEHUNTERS. I SELL THE BEST OUTFIT FOR** finding beehives. **Will Grover, Bristol, Vermont.**

## PATENT ATTORNEYS

**PATENTS—TIME COUNTS IN APPLYING FOR** Patents. Send sketch or model for instructions or write for free book. "How to Obtain a Patent," and "Record of Invention" form. No charge for information on how to proceed. **Lawrence A. O'Brien, Registered Patent Attorney, 496-C, Security Savings and Commercial Bank Building, Washington, D. C.**

## PLANTS

**NORTHERN GROWN CABBAGE PLANTS—Good** delivery guaranteed. Most packed. **Golden Acres, Copenhagen, Savoy, Glory, Flat Dutch, Danish Ballhead, and Red Rock. 1,000, \$1.25; 5,000, \$5.00.** Limited supply of Penn State Ballhead at 25c per thousand additional. **Buckeye Farms, Dept. HH, Box 541, Youngstown, Ohio.**

## SCHOOLS & COLLEGES

**SOUTHERN CONSERVATORY OF MUSIC, Durham,** North Carolina. All degrees conferred. climate and advantages unequalled; sight playing; radio a specialty. Write for Catalogue.

## SONG POEM WRITERS

**SONG POEM WRITERS—"REAL" PROPOSITION.** **Hibbler, D-96, 2104 Keystone, Chicago.**

## Questions and Comment

(From Page Six)

the pears are not likely to produce fruit, and the spread of the blight in the trees is likely to become worse.

In this connection, we may state the remedies, or control measures, for blight are, briefly, as follows:

1. Cut out all blight cankers during the regular pruning work of the late fall or winter, and disinfect the wounds with bichloride of mercury.
2. Spray properly to control insects that may be responsible for spreading the blight.
3. Control the growth of the trees; that is, endeavor to cause the pear trees to make a steady, uniform growth sufficient to give good fruit but not enough to cause excessive blight.
4. When starting a new orchard plant, if possible, the more resistant varieties.

## Raspberry Cane Girdler

The new canes of my Latham red raspberries are being eaten in a circle around the stem from three to six inches below the top and as a result the canes are dying. Some of the stock has two circles around it. Could you give me any advice as to what to do to prevent this?—**B. L. S., Vermont.**

IT IS possible that the so-called raspberry cane girdler is doing the injury which you describe. An application of arsenate of lead at the rate of about one and one-half to two pounds to 50 gallons of water applied thoroughly to the canes may destroy the pest. In smaller quantities the amount of arsenate of lead may be reduced proportionately.

Moreover, an examination of the canes by making a split through the center to the pith should show whether or not the larva is within. Where this is true the remedy may consist of a destruction of that portion of the cane in which the larva is located. This work, supplemented by clean culture in the raspberry patch, together with clean-ups in the spring and fall, should do much to rid the premises of the pest.

## Melon Aphids

Parasites on the under side of the leaves of my cucumbers cause the leaves to curl up. Can you send me a sample bulletin for parasites on plants?—**J. W. E., Missouri.**

THE PARASITES which you describe as affecting cucumber leaves are no doubt the so-called melon aphids. Spraying with nicotine sulphate to control the melon aphid has been found effective when the solution is made as follows:

Nicotine sulphate (40% nicotine) . . . 3 pint  
Soap (laundry or fish oil soap) . . . 2-4 pounds  
Water . . . . . 50 gallons

For small quantities, use one tablespoonful of nicotine sulphate and two ounces of soap to one gallon of water.

The object or purpose of the soap is to make the spray spread and stick to the foliage.

Complying with your request for bulletins dealing with this pest as well as others of fruits, we are requesting the Missouri Agricultural Experiment Station to send you publications.

## Getting Rid of Suckers

Can you tell me of a satisfactory way of getting rid of suckers around the base of apple trees 20 years old? Does the time of the year make any difference? I have cut the suckers off many times at pruning time in the winter. If cut off under the surface, would they grow out just the same?—**W. M. B., Michigan.**

A VERY satisfactory method of destroying the suckers which may arise from the base of apple trees consists of removing the top soil near the trunk down to the point where the main roots branch and in splitting off the suckers from these main roots, leaving no stubs. When this is done there is much less likelihood of their sprouting up again. As you have observed, when the suckers are cut off at the surface of the ground they sprout up again year after year.

Perhaps the best season for the removal of the suckers as described above, in order to make destruction as permanent as possible, would be during July or early August. The soil removed in destroying the suckers should, of course, be replaced about the main roots and trunk of the trees.

Manager—I'm afraid you are ignoring our efficiency system, Smith.

Smith—Perhaps so, sir, but somebody has got to get the work done.—**Boston Transcript.**

## An Attractive "FACE"

can be put on your barreled apples while you stand in a comfortable position.

### THE PACKER'S FAVORITE APPLE BARREL FACER

eliminates the back-breaking labor of working inside the barrel to build the "face." You see the face before it goes into the barrel, tight, and in proper shape. Write for circular containing recommendations of prominent growers using the Favorite.

**J. F. BURKHOLDER**  
R. 5 Harrisonburg, Va.



## Index to Advertisements

The concerns whose advertisements appear listed below are equipped to give prompt and satisfactory service to the American fruit grower. Most of them issue literature that is freely at the disposal of our subscribers. It is to the advantage of all that when writing to an advertiser you use the address exactly as it appears in the advertisement, and that you state in your letter: "I read Your Advertisement in AMERICAN FRUIT GROWER MAGAZINE."

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## Shipping Apples and Peaches by Motor Truck

(From Page 4)

### Effects of the Truck on Business

MANY dealers in large cities have complained of the dumping of low grades on the market by truck, claiming it kills the market for first-grade fruit. No doubt the selling of eating apples which are picked too green, the selling of windfall winter varieties in late summer, or otherwise fooling consumers into buying fruit that is not usable for the purpose they wish, is inhibitive to demand, and the presence of a large quantity of Number Two fruit at low prices depresses the price of first-grade fruit. On the other hand, the hauling of low-grade fruit to mining, farming, and lumbering regions, both increases consumption and gives to these consumers fresh fruit at low prices. It is best, however, to put cut apples and windfalls into the cider press, and not to sell wormy peaches or peaches badly infected with brown rot for fresh consumption.

By opening up a better market for tree-ripe and low-grade fruit the use of the

truck has caused a number of growers in various regions to let up on spraying, pruning, and scientific care of orchards. These individuals prefer to produce cheap fruit at low cost rather than produce first-class fruit. And it has not been unusual for Number Two peaches to sell to "truckers" for as much at the gate as the grower received for Number Two's or, in a few cases, Number One's on some city market. There has been a noticeable tendency in the last few years, nevertheless, for merchant-truckmen to demand better fruit, some wanting it graded in accordance with U. S. grades.

The use of the truck has stimulated production at places some distance from railroads, and at places within favorable trucking range from good markets, notably peaches and summer apples in the Wabash River belt, peaches in southern Illinois and in New Jersey. Since the use of the truck as a distribution agency is only from three to 10 years old in the various regions, it is not yet possible to observe what effect it will ultimately have on apple production.

## Vacationing on the Great Lakes

SPANNING the Great Lakes territory between Chicago and Buffalo is the fine fleet of lake vessels of the Detroit and Cleveland Navigation Company. And, for those who have never enjoyed their conveniences, a new measure of pleasure is in store.

The Great Lakes are noted for their many magnificent beauties. Not only are they scenically marvelous, but the seasoned traveler always selects them because of the many delights of water travel. Instead of sweltering streets and stuffy hotels, those who journey by steamer find constant cool breezes, spacious, comfortable staterooms, surpassing meals, and blankets often necessary for comfortable sleeping at night.

The steamers travel their restful water paths in many directions each 24 hours. There is overnight service between Detroit and Buffalo each evening. Between Detroit and Cleveland there is overnight service and in addition during July and August daylight service between these cities on Tuesday, Thursday and Saturday.

During July and August steamers sail between Chicago, Mackinac Island, St. Ignace and Detroit, leaving Chicago every Monday, Thursday and Saturday afternoon and Detroit every Tuesday, Thursday and Saturday afternoon. On these boats there are a social hostess, orchestra, afternoon teas, dancing, deck sports, bridge tournaments and other activities. Several hours for sight-seeing are allowed at Mackinac Island.

This year a variety of special trips are offered at the lowest prices in years for lake travel. On the Mackinac division there are special continuous round trips between these cities or between each city and Mackinac Island which occupy the week-ends for hundreds of pleased pleasure seekers.

Because of the tremendous size of these steamers, automobile tourists can have their cars accompany them so they may use them to inspect the various cities and to continue their journeys if touring from East to West or from West to East. Costs are exceedingly low and in line with the reduced fares.

# HOTEL ATLANTIC

**MOST CENTRALLY LOCATED AT CLARK STREET NEAR JACKSON BOULEVARD**

ONE BLOCK FROM LASALLE STATION  
POST OFFICE & BOARD OF TRADE

**450 ROOMS**  
**\$2 A DAY AND UP**

WHEN YOU GO TO ST. LOUIS STOP AT THE NEW HOTEL JEFFERSON 800 ROOMS

**FAMOUS FOR FOOD**  
SEND FOR COPY OF CHEF'S RECIPES AND DESCRIPTIVE FOLDER

# CHICAGO



## Two Views of Apple Advertising

### The Variety Question

By L. M. EATON

THE APPARENT disagreement existing between such recognized authorities as Wells A. Sherman and John N. Dyer on the subject of "Advertising the Apple" should, I suppose, warn the writer that when experts disagree a layman's opinion might best remain unheard if he would escape the usual penalty accorded the innocent bystander.

I have had the pleasure of listening spellbound to the eloquence of Mr. Dyer on "farm relief" questions and of reading with interest some of Mr. Sherman's numerous articles concerning the activities of his department. My reaction to the two articles under discussion, namely, the one appearing in your April issue and the one in your June issue, might be stated, with apologies to Amos and Andy, "I agree with you there." Mr. Dyer pleads for advertising the apple and Mr. Sherman quite properly asks HOW?

Mr. Dyer's intense interest is obvious and has naturally convinced him, as it has nearly all who are producers, that the apple should receive publicity. My own observations made during 12 years of experience in nearly all channels through which the apple passes from the tree to the consumer have impressed me that mere broadcast advertising has not and cannot produce for the apple the same results it has for the orange and other products grown in distinctly localized sections. Mr. Sherman has ably stated some of the reasons why this condition exists.

I PRESUME it is metaphorically incorrect to compare livestock with fruits and vegetables, but just as "pigs is pigs" to most people, so "lettuce is lettuce," "spinach is spinach," and, unfortunately, "apples is apples." Aside from minor varietal differences, all iceberg lettuce tastes the same, and all spinach the same. When it comes to oranges, the public has had only to learn the difference between the Florida and California species in order to purchase its preference. Paid advertising plus the aid of a popular song has made the public banana-minded, but here again only those in the trade know and can appreciate that there is a varietal difference. But, alas, not so in the case of the apple. Quite logically the average buyer's knowledge of apples is limited to the fact that some apples are red, some green, and some yellow; some taste better than others; and some are primarily for cooking purposes and some for eating out of hand. Aside from this, he does not often know which is which.

Ordinarily, buying is done with eye only and as a consequence disappointment so often follows that it is no wonder competitive fruits are chosen on which error in quality judgment is almost eliminated. Far too often are some of the attractive but strictly cooking varieties sold to unsuspecting buyers as the best the market has to offer as prime out of hand eating apples. Tough skin and dry flesh varieties are too frequently offered in railroad fruit stands and on the trains. It is difficult to understand the reason when such excellent varieties as the McIntosh, the Delicious, the Jonathan and others are available in their respective seasons. Sales in such places would materially increase if the method of one "train butcher" on a Michigan railroad was followed. He offered Michigan Spys as Spys, and I dare say he sold more apples than any other "butcher" having a similar passenger run.

The past few years have seen the elimination from big markets of many of the odd varieties, and a steady reduction in others. A variety standard is being gradually established. The list is still too long and eventually the best varieties for their respective classes and seasons must be reduced to a number that the public can easily learn and recognize.

BLANKET advertising of apples is seemingly an unproductive process compared with the cost, but it is easy to conceive of the reverse if producers would place on the market only such varieties as meet public approval, and retailers offer them under correct classifications. The practical difficulties confronting both producers and distributing agencies in approaching this "Utopia" may appear unsurmountable, but what has been accomplished in the merchandising of other commodities can be done with apples.

Just as the physician knows there is no medicinal panacea for all ills, and each ailment requires study and treatment to fit the case, so with the advertising of individual perishable commodities. Any advertising program for the apple should consider the highly "temperamental" characteristics of the subject, and concentration should, therefore, be made on those

varieties deserving increased consumption, keeping in mind that different sections of our country show decided preferences for certain varieties.

Advertising should influence standardization, and standardization in turn will help win back to the banner of the King of Fruits a present indifferent-minded public.

### Why and How to Advertise the Apple

By ROBERT W. DUNN

IT HAS BEEN repeatedly demonstrated that the most telling and effective appeal for any food product today is the health-giving appeal. The average housewife and all others responsible for planning meals have become technically-minded on the subject of health values in various foods.

Advertising has done this. This health appeal is the very vehicle on which citrus and banana growers have ridden to supremacy in the fruit markets. Is it not reasonable that the apple, with equal if not greater health qualities than other fruits that have been so successfully advertised, should adopt similar methods to regain its rightful share of consumption?

Even accepting the theory that there is a limited market for fruits, and that would be hard to prove, who will be so bold as to claim that a major share of that market belongs to any single fruit? That question is settled according to the economic laws of supply and demand. The right kind of advertising causes demand to develop and expand. Absence of advertising simply permits demand to shrink and be diverted to other and better exploited fields.

The problem of advertising the apple is too big for small groups of local growers to handle. It must be done nationally to be done effectively.

BRIEFLY, the plan of Apples for Health, Inc., the National Apple Advertising Association, is to sell the public on "apples for year 'round health."

Scientists have recently discovered a number of additional health characteristics in the apple, hitherto unknown. These facts make a stronger and more impressive advertising story for the apple than has ever been used by any fruit or other food.

The plan for raising funds to finance this campaign is the fairest that has ever been used in the history of association advertising. The sums to be paid are very small and are spread in exact proportion to the crop the grower expects to market. Through the co-operation of the basket, barrel and container manufacturers, no charge is paid for collecting the fund. All container invoices going to growers carry an extra item of one cent per bushel container (three cents per barrel). This money is to be turned over to Apples for Health, Inc., to finance the advertising and merchandising campaign.

That the entire plan is sound and has the support of the industry is attested to by the thousands of pledges to support it that Apples for Health, Inc., has received. Many of these are from the largest growers in the country.

It is evident that a vast majority of the apple growers now feel that the time has come for them to fight. They are right. They must fight not only to increase consumption, but to stop a decreasing trend—not only for additional market, but to save what they now have, which is being taken from them by other successful advertisers.

### Farm Board News on Air Each Week

RADIO LISTENERS throughout the country who are eager to follow current Federal Farm Board activities are finding the National Broadcasting Company's Farm and Home Hour and other special broadcasts particularly useful. Farm Board members and speakers who are in close touch with the activities of the Board give many messages which summarize the most recent activities.

The regular Federal Farm Board period held on Friday of each week during the National Farm and Home Hour (between 11:45 A. M. and 12:30 P. M., Central Standard time) aims to give for the benefit of the immense Farm and Home Hour audience messages which keep farmers and other interested listeners informed of their activities.

In addition to the regular Farm Board program, members of the Board are also frequently heard over a wide network of NBC associated stations during special broadcasts and events brought to listeners because of their great importance.



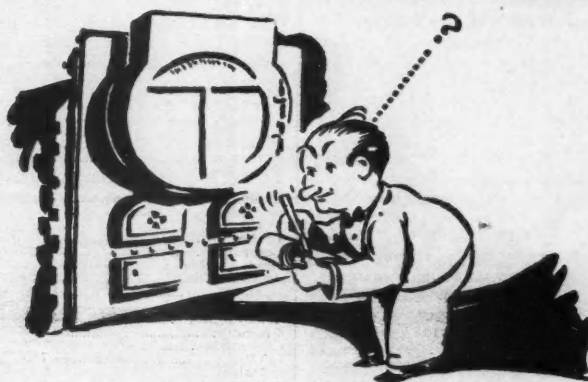
Dependable Wooden Barrels Will Protect Your Apples : : : Good Apples Deserve A Good Container

## WOODEN BARRELS FOR PACKING ORCHARD PRODUCTS

Cider, Vinegar, Fruit Juices, Etc., Retain Their Original Flavors When Packed In Tight Wooden Barrels



The Associated Cooperage Industries of America  
ST. LOUIS MISSOURI



## Have You Checked Over Your Steam Heating Equipment Lately?

If it isn't operating efficiently, it is causing costly fluctuations in temperature, a waste of fuel and a loss of money. Perfect drainage is what you need...and the Morehead system insures perfect drainage.

It drains condensation and returns it to boilers as feed water.



We'll gladly send you complete information. Write today.

MOREHEAD MANUFACTURING COMPANY  
DEPARTMENT AP DETROIT, MICHIGAN

Morehead  
Back to Boiler  
SYSTEM



## MAILING LISTS

Commercial Fruit Growers at \$10.00 per M.  
Commercial Vegetable Growers, \$10.00 per M.  
12,000 Largest Commercial Fruit Growers  
in Middle Atlantic and New England...\$100.00  
22,500 Commercial Citrus Growers, per M... 10.00  
25,000 Leading Commercial Apple Growers  
in U. S. .... 225.00  
10,000 Commercial Growers of Berries and  
Small Fruits, per M. .... 10.00  
6,000 Commercial Strawberry Growers... 72.00  
1,000 Up, Nursery Inc. and Order Names 10.00  
Mailing Lists of over 12,000 classifications.  
Send for complete price list and State Counts on  
Commercial Fruit and Vegetable Grower names.

**F. D. PICKENS CO.**  
JANESVILLE, WISCONSIN



The Greatest Mother

## A New Red Raspberry

A NEW red raspberry, which is expected to take its place alongside of the now widely known Latham raspberry, was christened "Chief" at the fruit breeding station of the Department of Agriculture, University of Minnesota, on July 18.

The new raspberry was developed from the Latham, which was also originated at



The new Minnesota raspberry, "Chief," being surveyed by Dr. A. N. Wilcox of the Division of Horticulture, University of Minnesota.

the Minnesota Fruit Breeding Farm and which is in high favor with nurserymen throughout the raspberry growing areas of the United States, particularly in colder sections where winter killing among raspberries has been the rule. The aim in developing a new raspberry was to obtain a berry which would come into bearing earlier in the season, would produce more freely, would be winter hardy, and would be resistant to mosaic and other diseases. All of these aims have been obtained in the "Chief," which is the product of 14 years of experiment and selection by the staff of the horticultural division of the University of Minnesota. The berry is not expected to supersede the Latham but to provide for it a suitable running mate.

## Crop Report as of July 1, 1930

(From Page 11)

STATE	PEARS		PRODUCTION		1930, forecast from condition July 1
	Condition July 1 Per cent	1929	1930	Harvested, subject to revision in December	
10-Yr. Aver. 1919-28					
Maine	72	76	62	11	8
New Hampshire	72	69	71	14	14
Vermont	73	63	55	10	8
Massachusetts	73	61	71	74	75
Rhode Island	70	63	73	11	11
Connecticut	73	62	79	55	62
New York	57	31	69	2,181	1,152
New Jersey	56	52	47	541	338
Pennsylvania	56	32	53	573	272
Ohio	51	25	25	351	175
Indiana	50	55	22	229	209
Illinois	51	58	33	548	711
Michigan	58	36	56	734	468
Iowa	52	45	36	48	52
Missouri	46	50	27	326	445
Nebraska	52	60	34	25	40
Kansas	44	61	33	184	234
Delaware	48	68	33	226	248
Maryland	52	58	29	279	254
Virginia	38	54	15	267	330
West Virginia	32	32	9	59	49
North Carolina	48	41	31	207	295
South Carolina	60	46	50	107	104
Georgia	43	51	19	199	174
Florida	55	61	58	54	51
Kentucky	43	55	16	99	129
Tennessee	41	52	26	209	242
Alabama	57	50	54	182	142
Mississippi	62	51	52	176	132
Arkansas	50	59	33	100	104
Louisiana	63	66	47	68	59
Oklahoma	42	62	20	133	190
Texas	56	70	48	437	455
Idaho	71	60	70	59	53
Colorado	81	80	42	458	650
New Mexico	45	65	35	36	63
Arizona	79	70	72	2,560	3,780
Utah	74	72	64	64	70
Nevada	62	37	50	6	3
Washington	68	58	80	2,528	3,000
Oregon	72	57	86	1,885	2,650
California	75	58	78	7,721	9,917
United States	61.7	52.8	61.1	21,484	21,563

## GRAPE REPORT

Condition July 1

STATE	PEARS		PRODUCTION		1930, forecast from condition July 1
	Condition July 1 Per cent	1929	1930	Harvested, subject to revision in December	
10-Yr. Aver. 1919-28					
New England	82.8	83.4	87.2	2,090	2,840
New York	76	72	83	75,106	81,030
New Jersey	81	81	83	8,543	2,652
Pennsylvania	76	62	72	18,714	16,200
Ohio	72	50	66	22,390	17,150
Indiana	74	75	64	2,560	3,780
Illinois	75	77	70	5,008	6,160
Michigan	73	70	78	54,300	68,870
Wisconsin	80	80	58	336	434
Minnesota	83	81	57	111	166
Iowa	81	83	73	5,020	6,075
Missouri	74	80	71	9,404	12,045
Nebraska	75	80	76	1,459	2,125
Kansas	74	83	71	3,208	3,375
Delaware	78	81	83	1,404	1,710
Maryland	74	75	74	1,061	1,314
Virginia	75	77	73	2,280	2,336
West Virginia	68	59	51	1,227	954
North Carolina	80	75	77	5,905	5,320
South Carolina	79	69	78	1,511	1,495
Georgia	80	71	73	1,629	1,430
Florida	73	78	73	737	888
Kentucky	74	70	51	1,034	912
Tennessee	72	71	71	1,353	1,254
Alabama	76	66	75	801	759
Mississippi	76	68	70	270	245
Arkansas	76	74	67	8,080	13,800
Louisiana	73	70	55	38	36
Oklahoma	76	78	66	1,851	2,070
Texas	76	77	66	1,232	1,520
Idaho	82	85	80	282	272
Colorado	81	80	52	306	374
New Mexico	79	83	65	517	608
Arizona	84	85	92	1,071	1,890
Utah	86	82	87	1,228	1,560
Nevada	84	80	84	235	252
Washington	80	82	81	2,966	4,709
Oregon	88	87	85	1,737	2,116
California	88	70	88	2,097,200	1,827,000
Wine	89.7	76	88	417,000	434,000
Raisin	88.1	68	88	1,098,000	1,235,000
Table	86.3	70	88	312,000	349,000
United States	85.7	70.0	86.6	2,338,907	2,098,417

## Barrel Manufacturers Co-operating with Fruit Growers

By LOUIS F. HORN

AT THE fifteenth annual convention of The Associated Cooperage Industries of America, held in St. Louis, Mo., May 6-8, 1930, at which approximately 80 per cent of the cooperage industry of the United States was represented, the slack cooperage group unanimously adopted the following resolution as an indication of its willingness to co-operate in the "Apples for Health" advertising campaign:

"We, the manufacturers of barrels for the packing of apples, recognizing the power of advertising, do hereby endorse the plan for a great national advertising and merchandising campaign to promote increased consumption of apples, and to restore the apple to its rightful place as the 'King of Fruits.'"

"The national apple advertising association having worked out an ideal plan for advertising the apple, which has the support and endorsement of growers' organizations, we believe it to be to the best interests of the manufacturers of apple barrels to co-operate with them in every way possible. Every barrel manufacturer

has his individual methods for the marketing of his product.

"The plan for financing the apple advertising campaign contemplates the voluntary assessment of the grower of one cent for each basket and three cents for each barrel, to be levied by the manufacturers of packages and to be charged to the buyer of packages as an added charge.

"The package manufacturer does not guarantee the collection of the per package assessment, but agrees to use his best efforts to encourage the buyer of apple packages to accept and pay the assessment to the end that increased apple consumption will benefit every one all along the line.

"It is understood and agreed that this Association shall be represented in the councils of the apple advertising association, and we pledge our support in boosting the interests of the apple producing industry. To promote increased use of barrels by the grower of apples is also our aim."

Preliminary steps are now being taken to put the above co-operative plan in oper-

ation between the barrel manufacturer and the fruit grower.

The tight cooperage branch of The Associated Cooperage Industries of America is also ready and willing to co-operate in supplying the fruit industry with dependable tight wooden barrels and kegs for packing and storing orchard products, such as cider, vinegar, fruit juices, preserves, etc.

## Fruits and Cereals

FRUITS and cereals form a delightful combination which is used by thousands of people especially in their breakfast menus. There is nothing new in this, yet there are thousands of others who have never thought of it and whose attention can well be drawn to the value of these two foods.

Nutritionally cereals, milk or cream, and fruit are an excellent meal—the cereals provide fuel; the milk, building material, vitamins and minerals; and the fruit, regulating material, minerals and vitamins. Aesthetically this type of menu is satisfying since nothing is more colorful than fresh fruits. In addition to these qualities, fruit has a definite appetite appeal which is often needed in the morning.

As publicity for fruits and cereals would be of benefit to both types of food, a pamphlet called "Fruits and Cereals" has just been printed by The Kellogg Company, the largest manufacturer of ready-to-eat cereals in the world. The pamphlet is being distributed to teachers, homemakers, extension workers, nurses and people in charge of food service for large groups such as sororities, fraternities, hospitals, and other institutions. The leaflet features the value of fruits and cereals, both singly and in combination, and gives a few suggestions for their uses in cookery. Copies may be obtained free of charge by fruit growers in quantities suited to their needs for placing in fruit baskets, cases, etc.

Several years ago through the personal interest of W. K. Kellogg a honey-cereal program of co-operation was begun with the beekeepers which has resulted in a noticeable increase in the sales of honey.

Members of the Kellogg Home Economics staff give lectures and demonstrations to club groups, to classes in schools, colleges and to nutrition workers. Some of the demonstration dishes which include both honey and fruit are honey apricot salad; honey fruit punch; strawberry sauce. Some using fruit are fruit pudding, apple strudel, fruit gelatin salad, frozen fruit and cheese salad, fresh fruit plate, and pear salad. It can be arranged to have these women attend meetings of fruit growers and to show new and interesting ways of using fruits.

## Federal Bureau Organizing to Enforce Produce Licensing Law

RULES and regulations for the administration of the Perishable Agricultural Commodities Act for the licensing of commission merchants, dealers and brokers, which was signed by President Hoover June 10, 1930, are being prepared by the Bureau of Agricultural Economics.

This law, intended to suppress certain unfair and fraudulent practices in the marketing of fresh fruits and vegetables in interstate and foreign commerce, requires the licensing of commission merchants, dealers and brokers. All persons subject to the Act who plan to be in business on and after December 10, 1930, must obtain licenses from the Secretary of Agriculture. Applications for license should be filed with the Secretary as promptly as possible on forms which will be furnished on request, or which may be obtained from any permanent city station of the market news or inspection services of the Bureau of Agricultural Economics.

"Perishable agricultural commodity," as defined in the law, means fresh fruits and fresh vegetables, of every kind and character, whether frozen or packed in ice or not. The term "dealer" applies to any person buying or selling in carlots. A producer selling only commodities of his own raising is exempted and is not considered a "dealer." Any person buying for sale at retail less than 20 carloads annually is also exempted. The law provides for an annual licensing fee of \$10.



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